**Photo**

**PRATYUSH DAS**

**Contact No.:** +91 9893051238  
**E- mail:**pratyush\_83@yahoo.com

*Managerial Level Professional*

**CAMPAIGN MANAGEMENT ~BRANDMANAGEMENT ~ MARKETING COMMUNICATION**

**PROFILE SUMMARY**

**A dynamic professional with nearly 6 years of experience in:**

**~ Brand Management ~ Marketing Communication ~ Media Planning**

**~ Key Account Engagement ~ Digital Advertising ~ Social Media**

**~ Market Research & Analysis ~ Product Marketing ~ Liaison & Coordination**

* Expertise in **conceptualising and executing result-driven marketing plans**, **branding and communications programs** for business start-ups
* Experienced in **developing advertising campaigns**, enhancing brand image and communicating noticeable product benefit, thereby augmenting sales in the market
* Capable of **evaluating effectiveness of marketing programs**, providing market insights to senior management
* Demonstrated excellence in **effectively handling various large-scale campaign across the career**
* Skilled in **monitoring and driving Return on Investment (ROI) of marketing program**s including development and tracking of budgets and measuring success of various campaigns
* Proficient in identifying target audiences, planning marketing activities to achieve **brand awareness and executing promotions** to ensure product visibility to enhance brand image & volumes
* Proven track record in **organizing communications programmes** for development of event promotional materials
* An effective communicator with excellent relationship building and planning skills

**ORGANISATIONAL EXPERIENCE**

**June’15 to Present with Rishiraj media , New Delhi as Account Manager**

**Key Result Areas:**

* Developed and executed marketing communication of various campaigns through creative and content execution across Mediums of CII
* Involved in measuring, optimising and reporting campaign performance to the client
* Coordinated with creative teams and guided them through campaign briefings and campaign execution

**Highlights:**

* Developed and planned promotional campaigns that helped the brand in driving registration and generate traffic
* Worked closely with internal marketing groups to plan and execute account-based initiatives for major accounts in CII

***Other Accounts Handled:***

***Blue Caravan, Compass, etc***

**Aug’08 to Oct’12 with Wunderman International, Gurgaon as Account Manager**

**Key Result Areas:**

* Conceptualised Microsoft Campaigns in the local market and managed Global Ad Deployment Campaigns and key RM Campaigns of Microsoft Core Marketing Group (CMG) Business Unit
* Developed and localised marketing communication of various campaigns through creative and content execution across all Paid, Owned and Earned Mediums of Microsoft
* Carried out different global campaigns in Internet, Mobile, Social Media, Print, Direct mailer, Television, Radio, Point of Sales, Outdoor, Sponsorship etc. in collaboration with global AD Team, Local Media Partners & Microsoft India
* Involved in measuring, optimising and reporting campaign performance to the client
* Coordinated with creative teams and guided them through campaign briefings and campaign execution
* Interacted with other Microsoft vendors for smooth media and creative execution

**Highlights:**

* Worked closely with internal marketing groups, sales, and service lines to plan and execute account-based initiatives for major accounts in Microsoft India
* Instrumental in conducting road-shows and mid-size events
* Launched an innovative promotion campaign using Social Media Strategies to target consumers that helped in expanding the user base

**Major Campaigns Handled:**

* ***Multi Product -”It's a great time to be a Family”***

The campaign was bout advertising four products Windows 7 PC, Windows Phone, Xbox and Office 2010 with the objective to increase the purchase intent. The media strategy comprised of mix of TV and Digital with maximum spend on TV and remaining on Digital display, search and social as well as tie-up with Don 2 and Cartoon Network for the contest during the campaign

* ***Private Cloud - Built for the Future, Ready Now***

The main objective of this campaign was to increase preference for Microsoft Private Cloud Solutions. The media strategy comprised of maximum spend on Digital and Print and remaining on the RM

* ***Windows Azure***–The aim of this campaign was to get professional developers to try Windows Azure so that they experience the possibilities and benefits of a cloud platform

***Other Campaigns Handled:***

* Cloud Power, Developer, (Hero Happen Here), Dreamspark, Visual Studio, DPE Tools, MSDN, Microsoft IT security, Project 10, Dynamics ERP and CRM

**Jun’07 to Jul’08 with Ideas Creative Services Pvt. Ltd., Gurgaon as Account Executive**

**Key Result Areas:**

* Provided advertising and marketing solutions for various need based objectives for brands
* Handled discussions with the Client’s Marketing Team to generate new ideas
* Supervised and coordinated with Creative and Production Team for effective service in quick turnaround time and as per client’s requirements
* Drafted creative brief for strategic and tactical communications
* Provided event management support as and when required
* Managed all finances including raising of estimates, billing and clearing payouts

***Major Campaigns Handled:***

* Handled strategic communication solutions for the following clients:
* ICICI Bank Ltd. - DM campaigns for ICICI Bank Platinum Business Cards
* Devans - (Godfather Light and Strong Beer) - Launch activities and ATL & BTL for Godfather Light and building brand recall for Godfather Super Strong
* Arms - Planning and strategy for the launch of the campaign which included both ATL and BTL activities
* DuPont - Launch of Equation Pro

**PREVIOUS EXPERIENCE**

**Feb’07 to Jun’07 with Mahindra Holiday and Resorts India Ltd., Mumbai as Executive – Sales**

**CERTIFICATION**

* DAFM Certificate in Interactive Design from MAAC, 2015

*(Software Adobe Flash, Adobe Premiere, Adobe Photoshop, Sound Booth, 3D Max)*

**ACADEMIC DETAILS**

2007 PGDM (Marketing Specialisation) from IILM, Gurgaon, Haryana

2004 BBA from Dr. Hari Singh Gaur University, Sagar

2001 12th from K.V.E.M.E No. 2, Vadodra, CBSE Board

1999 10th from K.V.E.M.E No. 2, Vadodra, CBSE Board

**ACADEMIC PROJECTS**

Project Title: Study and Analysis of Post-Paid Market and Scope of Tata Indicom

Organisation: Tata Indicom, Ahmedabad

Duration: 2.5 months

Description: The project was aimed at studying around 250 retail outlets which helped the organization in formulating the sales strategies about post-paid market in Gujrat via direct channel.

***Other In-house Projects:***

* Influence of Culture on Consumer Behavior

**EXTRACURRICULAR ACTIVITIES**

* Served as a member of the Event and Cultural Society, IILM Institute (Gurgaon), 2005-2007
* Represented college in Cricket Regional Tournament, Rajkot, 2000
* Secured 3rd position in All India Social Science Exhibition, Dehradun

**PERSONAL DETAILS**

Date of Birth: 30thMarch 1983

Address: 89, Madangiri New Delhi 110001

Languages Known: English and Hindi