

BASAVARAJ KATAGERI

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Skill Set Summary

- **Leadership:** As **Creative Head of Kanyathon 2019** designed and managed the whole promotional material for the event and lead teams in class project works as well as Film making.
- **Analytical:** Conducted research survey on Consumer Behavior towards Deodorant brands and analyzed outcomes through SPSS tool which were well received.
- **Creative:** An avid visual story teller, screen writer and short film maker & **Written and directed** 6 short films and a street play.
- **Communication:** Presentation skills, lauded for my projects in various courses and interpersonal skills.

Professional Experience

Projects Undertaken:

- *Project on “Go to Market strategy building for VU Television”:* Diagnosed the marketing activities conducted by VU Television and designed a GTM strategy accordingly
- *Project on “Rewards & Recognition program planning for Jio Broadband service”:* Learnt the compensation techniques involved in order to motivate the employees and designed a compensation plan for them.
- Analyzed the health of the brand ‘*Amazon [E commerce]*’ and prepared a ‘*Brand report card*’: Key activities of the brands are taken into consideration to analyze the brand health and prepared brand report card based on various attributes.
- Designed and Executed an exhibit for “*Brand strategy of an advertising firm*”: Created brand strategy blueprint for the brand and shot an Ad film to promote.
- *Developed and presented a pitch deck for VC funding:* Came up with an idea and devised a business plan to get funding through Venture capital & working on future course of action.

Work Experience:

Dalmia Cement (Bharat) Limited- *GET*

- Trained in Electrical and Instrumentation maintenance.
- Learnt the concepts and processes involved in manufacturing of cement.

Volunteer Experience:

- *Social Immersion Project on analyzing “Sustainable and Quality Education for Children” in collaboration with ‘Prime Trust’:* Evaluated secondary data to identify the root causes of lack of quality education and suggested viable solution to improve the quality.

Industry Certification:

- Google Ad Fundamentals.
- Amazon Advertising

Co- Curricular, Extra Curricular and Achievements:

- Won ‘**Best Film**’ award for “SAMARA” in National level short-film festival “Ignite”.
- Secured 1st place in the event “**Impressions** (Ad making competition)” organized by IFIM Business school.
- Founder of “**Dream Team Productions**”, A short-film making company.
- Won “**Best Social Ad**” award for “1+1...” in “**National Level Entrepreneurship Summit**” held in Deshpande foundation, Hubballi.
- Secured 3rd place in “**Business plan competition for Freshers (FBCC)**” organized by IFIM Business School.

Education

- PGDM (Marketing), IFIM Business School– (June '19) – **CGPA 8.36/10.00 (till date)**
- B. E – Instrumentation Technology. BVBCET Hubballi (Autonomous under VTU) – (May '16) – **8.48/10.00**
- 12th, Tungal Science PU College, Jamakhandi – (Mar '12) – **64.33%**

Others

- Languages Known: English, Kannada, Hindi, Telugu (speak only)
- Hobbies: Writing Scripts, Film making, Watching Movies, Reading