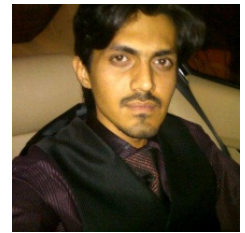


KSHITIJ A. KULKARNI (Kay)
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Proven experience in MarCom & Sales for 6+ years in India & UAE. Post Graduate with 7 Industry Diplomas and 12 Certifications

KEY ACHIEVEMENTS

- Completed Global opportunity & Threat Analysis program in Switzerland & Turkey as a Part of IIPM Program in 2008
- Experienced in Overall Marketing/Brand Communications and Media Spaces from various industries in India & UAE
- Joining as Executive, Grew to Head – Marketing Level at Katha Media Group – Mumbai, India in 2009
- Given over 150 Media Appearances and over 300 Public Appearances as the Media Face & Brand Representative for Brands like Reliance Securities, The Bombay Stock Exchange (BSE) & Skyception Media
- Managed/Led Creative & Collateral Development and Digital Media for Brands like Catwalk Shoes, Sean Paul India Tour, Goa International Fashion Week, Ashoka Builders, Abhyudaya Bank and many more
- Nominated as the Top 3 “Young Entrepreneur of India – 2013 ” by Entrepreneur India
- Nominated in the Top 3 “Most Creative Business – 2012” by Small Business Congress
- Awarded Reliance Capital’s Idea Express Innovation Award for generating & implementing Innovative Business Ideas in 2010

PROFILE SUMMARY

- Post Graduate in Business Management with a dual Specialization in Marketing, International Marketing and HR with 8 years of experience in:
Brand Management Corporate Communication New Product Development
Marketing & Advertising Product Launches Event Management
- Expertise in cementing healthy relationship with the clients for generating business
- Expertise in leading workforce towards accomplishment of business and corporate goals
- Adept in managing overall profitability of operations with accountability of strategic utilization and deployment of available resources to achieve organizational objectives
- Proficiency in developing and implementing initiatives aimed at effective cost controls while providing maximum value to the company and clients
- Possess excellent communication, analytical & interpersonal skills

ORGANIZATIONAL EXPERIENCE

Since Apr'14 to Oct'14 TechMerch Services, Mumbai as Director, Account Services

- Individual Business Development, Which Included

- Introducing TechMerch's Digital Skills skills to brands with high network in India & UAE
- Conducting client meetings
- Showcasing presentations and company profile

- Team Business Development, Which Included

- Responsible and accountable for achievement of the Team’s Monthly Targets
- Conducting client meetings wherever Executives & Sr. Executives were unable to convince a client

- Account Servicing

- Client Relationship Management
- Guiding the team in understanding client requirement and media plan
- Monitoring Creation of media plans
- Monitoring buying and booking media
- Monitoring timely delivery and placement of ads
- Dealing in Print, Radio & Outdoor Media

- Team Management

- Responsible & Accountable for Sales Targets of Business Development Team of 2 People
- Responsible for ensuring client satisfaction and for the Client Servicing Team of 2 People

Since Apr'14 to Oct'14

BizX Trading LLC, Dubai as Media Controller

Role:

- Media Buying Planning, Which Included;

- Speaking to the client and understanding client requirements
- Speaking to Vendors and Media Owners and Finding out Latest Pricing & Availability
- Blocking of Media in accordance to client requirement
- Ensuring correct placement of media and appearance of booked advertisements
- Dealing in Print, Radio, Online & Outdoor

- Digital Media

- Management of Social Media internally and for the clients
- Creation of Company's New Website

- Business Development

- Media Monitoring, which included finding out new market entrants placing ads
- Cold Calling & Identification of new prospective clients
- Meeting new prospects and sourcing new business

Highlights:

- Worked on projects of various clients a few to name – Al Nabooda Automobiles, Landmark Group, Lamcy Plaza, Al Ghandi Automobiles, YAS waterworld

- Worked with several vendors & owners a few including UM Mena, Gulf News, Al Waseet Publishing, ITP Publishing, Capital Marketing, Hills Advertising

- Worked on projects that have crossed a media budget of AED 2,000,000 a year

Since Feb'12 to Mar'14

Skyception & Ventures, Mumbai as Partner & CEO

Role:

- Individual Business Development, Which Included

- Introducing services and Event Management, Creative & Digital skills to brands
- Conducting client meetings
- Showcasing presentations and company profile
- Convincing brands with high net worth brands to appoint Skyception as their 360 Degree Media & Communications Agency

- Team Business Development, Which Included

- Responsible and accountable for achievement of the Team's Monthly Targets
- Conducting client meetings wherever Managers & Sr. Executives were unable to convince a client

- Account Servicing

- Client Relationship Management
- Guiding the team in understanding client requirement and media requirement and ensuring a satisfactory delivery

- Executions

- Lead Content Writer; writing and approving the team's written material for clients' brochures, leaflets, flyers, social media content, etc
- Lead Visualizer; visualizing and directing designers' towards clients' brochures, leaflets, flyers, social media creatives, marketing collateral, brand identity, etc.
- Lead PR Strategist; Managing Media Relations with Media Houses & Journalists and Ensuring their invites and hospitality at press conferences and events
- Lead Event Manager; Managing events team, guiding and monitoring them towards booking venue, audience invitations, logistics, transport, etc

- Team Management

- Responsible & Accountable for Sales Targets of Business Development Team of 3 People
- Responsible for ensuring client satisfaction and for the Client Servicing Team of 2 People
- Responsible for ensuring quality work of 1 copywriter and 2 designers
- Responsible for ensuring quality work of the Events Team of 2 people
- Responsible for the Admin, Accounts & General Staff of 2 People

Highlights:

Worked with a several brands and external agencies, a few to mention BSE (Bombay Stock Exchange) Central Depository Services Ltd (CDSL), Abhyudaya Bank, IIFL Securities, India Bulls Securities, SBI Capital, Catwalk Shoes, Goa International Fashion Week, Sean Paul India Tour, Bright Outdoor, ALDO, and many more.

Oct'10 to Jan'12

Reliance Securities Ltd., Mumbai as Sr. Executive, Branding & Communications

Role:

- Digital Advertising & Digital Media Management, which included

- Digital Media Planning & Buying
- Website Management
- Direct EMailers
- Social Media Management
- Online Customer Query Solving
- Online Reputation Management
- Google Keyword Management
- Digital Media Releasing

- Event Management, which included

- Conducting Seminars Pan India
- Strategic tie-ups with other event partners such as the stock exchanges, banks, etc.
- Management of Associate Speakers which usually were third party Freelance Certified Financial Speakers, Analysts, etc.
- Venue Management
- Venue Refreshments
- Venue Audio Visual
- Logistics of Marketing Material
- Invitation to Audiences
- Creating a Brand Awareness in front of the Audience

- Spokesperson at events on behalf of the brand, which included

- Creation of a 15 Slide Brand Presentation
- Delivering a 30 Minute Presentation to Audiences
- Enhancing the Brand via the Presentation
- Answering Audiences' Queries

- Official event media representative

- Presenting himself as a Brand Representative to Present Media in The Events

- PR & Media Relations

- Inviting Various Media Houses for covering Events
- Conducting Timely Press Conferences for The Brand
- Maintaining Relations with Print, Digital and Broadcasting Media Houses & Journalists

Highlights:

Worked with several other partnering brands such as Bombay Stock Exchange (BSE), Central Depository Services Ltd. (CDSL), Dun & Bradstreet, O&M, GroupM, Toyota India, National Stock Exchange (NSE), NDTV, Times Publishing (Bennett Coleman & Co.), Sakal Publishing, Indian Express Group and several regional newspapers and event agencies.

Nov' 08to Jan'10

Katha Mediatix India Pvt. Ltd., (Katha Media Group), Mumbai

Growth Path:

Nov'08 to Jul'09

Marketing Executive (summer internship included)

Jul'09 to Sep'09

Sr. Executive

Oct'09 to Jan'10

Marketing Head

Responsibilities as a Marketing Executive were as follows

- Business Development, Which Included
 - Lead Generation
 - Cold Calling
 - Field Cold Calling
 - Introducing Katha's Gifting Products to prospected clients
 - Fixing Appointments with interested prospects
 - Assisting Sr. Executives at client meetings
 - Showcasing samples at meetings
 - Sourcing new business for gifting products

- Gifting Account Servicing
 - Communicating with the client in terms of requirement and delivery
 - Communicating with vendors and gift manufacturers
 - Ensuring proper delivery and quality of products
 - Assisting Sr. Executives to source new vendors and manufacturers
 - Assisting Sr. Executives to find new possible gifting items

- General Account Servicing
 - Assisting Sr. Executives and Managers towards management of existing clients
 - Understanding client requirement and media plan
 - Assisting Sr. Executives in creation of media plans
 - Speaking to vendors & media owners in terms of latest pricing and availability
 - Assisting Sr. Executives in buying and booking media
 - Assisting Sr. Executive in ensuring timely delivery and placement of ads
 - Dealing in Print, Radio & Outdoor Media

Roles and responsibilities as a Sr. Executive – Marketing were as follows:

- Business Development, Which Included
 - Introducing Katha's Media ownership and media planning skills to prospects
 - Conducting client meetings
 - Showcasing presentations and company profile
 - Convincing brands to appoint Katha as their Media Buying Agency
 - Sourcing new business for gifting products

- Gifting
 - Ensuring proper delivery and quality of products
 - Reporting new gifting innovations and manufacturers to the Agency Director

- General Account Servicing
 - Client Relationship Management
 - Continues followups to understand new media & gifting requirements
 - Understanding client requirement and media plan
 - Creation of media plans
 - Speaking to vendors & media owners in terms of latest pricing and availability
 - Ensuring buying and booking media
 - Ensuring timely delivery and placement of ads
 - Dealing in Print, Radio & Outdoor Media

Roles and responsibilities as a Marketing Head were as follows:

- Individual Business Development, Which Included
 - Introducing Katha's Media ownership and media planning skills to brands with high network
 - Conducting client meetings
 - Showcasing presentations and company profile
 - Convincing brands with high net worth brands to appoint Katha as their Media Buying Agency

- Team Business Development, Which Included

- Responsible and accountable for achievement of the Team's Monthly Targets
- Conducting client meetings wherever Executives & Sr. Executives were unable to convince a client

- Gifting
 - Analysis towards new gifting innovations and manufacturers
 - Understanding existing clients' new requirements and providing them with unique gifting options

- Account Servicing
 - Client Relationship Management
 - Guiding the team in understanding client requirement and media plan
 - Monitoring Creation of media plans
 - Monitoring buying and booking media
 - Monitoring timely delivery and placement of ads
 - Dealing in Print, Radio & Outdoor Media

- Special Projects
 - Involved in a project of buying Marketing Rights of a dairy production units 3000 retail outlets
 - Understanding the project
 - Forecasting of Media Sales
 - Understanding Prospective Audiences
 - Understanding Prospective Clients

 - Involved in launching a new media ownership – A Lifestyle Magazine
 - Analyzing ways towards content creation
 - Estimating Target Readers
 - Understanding Targeted Clients

 - Team Management
 - Responsible & Accountable for Sales Targets of Business Development Team of 6 People
 - Responsible for ensuring client satisfaction and for the Client Servicing Team of 4 People
 - Responsible for ensuring quality work from the Special Projects Team of 3 People

Highlights:

Worked with brands like Mercedes Benz India, Channel V (Star Group), MTV India, Devotee, Sahara Hospitality Group, Aarey Milk and several others. Worked on projects that have crossed a media budget of over Rs. 5,000,000/- A year. Managed several vendors like Bright Outdoor, Roshan Outdoor, Times Publishing (Bennete Colman & Co) and several gifting vendors from India & China.

CONSULTING PROJECTS

2015- GSL YARNS & GITICO, MUMBAI

2015- MEAL HOUR HOSPITALITY, MUMBAI

2014- Leslie Bentley's Multimedia Educational Series (Outsourced by an Agency)

2014- Kathleen McCleary's Financial Mobile Application (Outsourced by an Agency)

2013- MERCK - CONSUMER HEALTH CARE, NEW YORK (Outsourced by an Agency)

2012 - MCKINSEY CANADA (Outsourced for a Project - by an Agency)

2010- CROSSFINGERS EVENTS, PUNE

EDUCATION

- 3 Years Integrated Course in Planning & Management, With a Dual Specialization in Marketing Management & Personal Management and Super Specialization in International Marketing at The Indian Institute of Planning & Management, Mumbai
2007 – 2012
 - Graduate Degree in Management awarded By International Management Institute, Brussels in 2011
 - Certificate in Planning & Entrepreneurship (Equivalent to Honors Diploma in Planning & Entrepreneurship) Awarded By IIPM, Mumbai in 2012
 - Post Graduate Degree in Management awarded By International Management Institute, Brussels in 2012
 - Certificate in Planning & Entrepreneurship (Equivalent to Post Graduate Diploma in Planning & Entrepreneurship) Awarded By IIPM, Mumbai in 2012
- 3 Years Diploma in Engineering, Specialized in Automobile at The Institute of Studies in Engineering, Pune
2002 – 2007
 - Awarded Diploma in Engineering (Automobile), Awarded by Tilak Maharashtra Vidyapeeth, Pune in 2014
- Schooling From The Dadar Parsee Youth Assembly High School, Mumbai
1993 – 2002
 - Awarded Secondary School Certificate (SSC) by Maharashtra State Board of Secondary & Higher Education, Pune in 2003

DIPLOMAS

Diploma	Awarded By
Diploma in Project Management	
Diploma in Customer Service	
Diploma in Management Entrepreneurship	Alison
Diploma in Operations Management	
Diploma in Supply Chain Management	
Diploma in Six Sigma	

CERTIFICATIONS

Google AdWord Fundamentals	Adobe Photoshop CS6 Essentials
Google Search Advertising	Leadership Skills in Business
Google Video Advertising	Understanding your Customers
Google Display Advertising	Discovering& Meeting Market Needs
Google Shopping Advertising	Applied Psychology & Consumer Behavior
Bing Ads Accredited Professional	Understanding Modern Economics
HubSpotInBound Certified	Understanding Financial Funds
Hootsuite Certified Professional	

THESIS

- Successfully completed thesis on “Brand Management” under the guidance of Mr. ManasDewan, GM Corporate Communications & Productions from Mercedes-Benz India in 2010

PROGRAM

- Successfully completed the Global Opportunities & Threats Analysis (GOTA) Program from Switzerland as a part of the IIPM Program in 2008

ITSKILLS

- Well versed with MS Office and Internet Applications
- Basics of Adobe Photoshop, Coral Draw and Movie Maker

EXTRAMURAL ENGAGEMENTS

- Awarded as the Best Speaker at IST Pune in 2005
- Presented “Launch of an International Coffee Brand” presentation at the Bern University, Switzerland in 2008
- Served as:
 - Gold Life Member of The Ad Club (Formerly ACB)
 - Associate Member of the TiE Club of India, Mumbai Chapter
 - Internations – Albatross Expats& Dubai City Council
 - RegusBusinessworld – International Gold Membership

PERSONAL DETAILS

Date of Birth:	20 th November, 1987
Languages Known:	English, Hindi and Marathi
Permanent Address:	1208,Sheth Heights, Mahul Road, Behind Ashish Cinema, Mumbai-400074
Permanent Contact:	+91 98332 66679, +91 (0) 22 2553 0678
Nationality:	Indian
Marital Status:	Married
Driving License:	India & International Permit (1 Year)