

Kshitij A. Kulkarni (Kay)

Marketing, Advertising, Media and Brand Communications Professional



// PROFILE

Experienced with over 6 years, A motivated, result oriented Marketing Professional with a proven track record of planning and managing several marketing plans & strategies to meet business goals and objectives. Strong Ability to understand marketing objectives and delivering the desired goals with the right medium of communications and various marketing tools leading in revenue generation and brand recognition. Recognized as a successful Team Leader with an expertise in building new relations and winning new businesses. A proven Brand Representative and Public Speaker appreciated and acknowledged by audiences worldwide.

// CONTACT



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// EXPERIENCE

TECHMERCH SOLUTIONS, MUMBAI

PRESENT

Account Services

- Sales Lead
- Business Development & Business Strategy
- Account Servicing & Client Relationship Management

BIZX TRADING LLC; DUBAI, UAE

2014

Account Services & Business Development

- Media Planning & Media Buying for Premium Brands from various business sectors In UAE. Inclusive Radio, Print, Digital and Outdoor
- Client Servicing including advertising plan and designing
- Sales and Business Development

SKYCEPTION MEDIA; MUMBAI, INDIA

2012 - 2014

Business & Account Services

- Lead of Sales, Business Development, Client Servicing, and Vendor Management
- Visualizing & Direction of Websites Graphic Designs, Videos and Animation
- Digital Media Strategy inclusive Social Media, Website Development, Digital Media Buying & Planning
- Event Management inclusive Logistics, Transports, Event Venue, Anchoring, Event Advertising, etc
- Brand & Marketing Consulting
- Brand & Business Strategy

RELIANCE SECURITIES LTD; MUMBAI, INDIA

2010 - 2012

Branding & Communications

- Visualizing & Direction of Print & Motion Graphics
- Digital Media Strategy inclusive Social Media, Website Development, Digital Media Buying & Planning
- Event Management inclusive Logistics, Transports, Event Venue, Anchoring, Event Advertising, etc.
- Public Relations & Media Relations
- Official Public Spokes Person
- Media Representative

KATHA MEDIATIX LTD; MUMBAI, INDIA

2008 - 2010

Account Services & Business Development

- Lead Business Development & Sales Team
- Accountable for Team Sales Targets
- Account Servicing
- Media Buying & Planning

// KEY ACHIEVEMENTS

- ☆ 2008 - Completed Global Opportunity & Threat Program in Switzerland and Turkey as a part of IIPM Program
- ☆ 2009 - Joined as a Marketing Executive, grew to a position of Marketing Head at Katha Mediatix
- ☆ 2010 - Awarded Reliance Capital's Idea Express Innovat implementing innovative business ideas
- ☆ 2010 to 2012 - Given over 150 Media Appearances and over 300 Public Speaking Performances as a Brand & Media Representative for brands like Reliance Securities, BSE (Bombay Stock Exchange) and Skyception Media
- ☆ 2012 to 2014 - Managed / Led Creative and Marketing Collateral and Digital Media for brands like Sean Paul India Tour'12, Abhyudaya Bank, of SBI Capital (State India), Catwalk Shoes, Goa International Fashion Week and many more
- ☆ 2012 - Nominated as the Top 3 "Most Creative Businesses of The Year" By Small Business Congress
- ☆ 2013 - Nominated as the Top 3 "Young Entrepreneur of I
- ☆ 2014 - Entered a brand new market of UAE and understanding Brandit's Strategymedia & advertising patterns in a short span of 6 months
- ☆ 2015 - Part of the Core Team of TCS World 10K, Bengaluru 2015 as a freelancer

// SKILLS & EXPERTISE

Basic Computer Skills	+++++
Communication Skills	+++++
Sales & Business Development	+++++
Client Servicing	+++++
Digital & Social Media	+++
Media Planning	+++++
Advertising Campaigning	+++++
Design & Visualization	+++++
Content & Copywriting	+++++
Event Management	+++++
Leadership & Team Management	+++++

// EDUCATION

3 YEAR INTEGRATED GRADUATION AND POST GRADUATION DUAL SPECIALISED IN MARKETING AND PERSONNAL MANAGEMENT

Studied at the Indian Institute of Planning & Management (IIPM), Mumbai

2011; Graduate Degree in Management Awarded by International Management Institute (IMI), Belgium

2012; Honors Diploma in Planning & Management Awarded by IIPM, Mumbai

2012; Post Graduate Degree in Management Awarded by International Management Institute (IMI), Belgium

2012; Post Graduate Diploma in Planning & Management Awarded by IIPM, Mumbai

DIPLOMA IN AUTOMOBILE ENGINEERING

Studied at The Institute of Studies in Technology, Pune

Awarded in 2007

By Tilak Maharashtra Vidyapeeth, Pune


// EXTRAMURAL ENGAGEMENTS

- Awarded Best Student Speaker at IST, Pune
- Delivered Student Business Presentations at Bern University, Switzerland
- Freelance Brand Consultant for Grapevine Consulting Services
- Freelance Sales & Marketing Consultant for SS Zero Zone
- Gold (Life) Member at The Ad Club
- Albatross Member at International Expat Community and Local Council, Dubai, UAE
- Global Gold Membership Holder with Regus Business World

// CERTIFICATIONS & DIPLOMAS

Certification Provider	Certification
	Google AdWord Fundamentals
	Google Search Advertising
	Google Video Advertising
	Google Display Advertising
	Google Shopping Advertising
	Accredited Professional Bing Ads
	Inbound Certified HubSpot Academy
	Hootsuite Certified Professional
	Adobe Photoshop CS3
	Leadership Skills in Business
	Understanding Your Customers
	Discovering & Meeting Market Needs
	Creating Need for Your Product
	Applied Psychology & Consumer Behavior
	Understanding Modern Economics
	Understanding Financial Funds

Diplomas

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