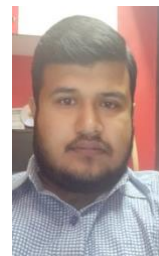


Himanshu Anand

Present Address: Flat 4, Divya Apartment, Lohgarh, Zirakpur Punjab - 140603
+91 8728877785 || himanshu.anand095@gmail.com



CAREER GOAL:-

- To become an accomplished professional by contributing to the organization growth and development in a meaningful manner and take increasing responsibility leading to professional as well as personal satisfaction.

Professional Synopsis:-

- A competent professional in organizing and **Executing Events and Promotions** from more than 5+ Years with **BTL marketing, events, activations, market research, strategic marketing, clients servicing, vendor management and agency management.**
- Key skills:-** ATL, BTL Marketing/Brand Communication, Retail management, Implement of loyalty programs & deployment monitoring, Outdoor, Brand & Product Launches, Brand Visibility, Vendor Management, Trade Negotiation, Channel Management.

WORK EXPERIENCE:-

Resources Event & Promotions

22nd May, 2015 – Till Now

BDM/ Operations

Job Responsibilities:-

- Meeting with new client and represent the company and telling the potential.
- Converting the lead into the business proposal, Taking the full brief with client and sharing the details with team for the execution.
- Designing & adaptation for Retail Management with creative team.
- Trade Marketing management/ Retail Signage's/ Merchandising Activity.
- Budget Management, including planning & execution.
- Plan & manage all ATL & BTL activities.
- Plan & implement activities for new product launch
- Pre & Post analysis of activities, advertisement to get maximum output.
- Production and execution of the IPL and major events
- Conceptualizing the brief into an activation/event plan with logistics and costing. Planning the campaign in accordance to the concept and taking to execution stage.
- Vendor liasoning for the execution of ATL & BTL according to the plan suggested. Supervising the whole event plan on the venue with vendors.
- Negotiations with all major vendors in the to get best costing and deals to increase the profit for the organization
- Tie-ups and negotiations with local suppliers for new rates, services.
- Creating & executing various communication tools for Branding & Promotions for various products across various media verticals identifying target audiences, planning marketing activities to achieve brand awareness, estimations & executing promotions to ensure product visibility to enhance brand image & driving volumes.
- Retail shop Brandings & Out shop brandings (GSB, ACP & NLB). As per the specifications.

Achievements:-

- Played a Major role in **IPL Operations and production from 2015 to till now.**
- Successfully Launched AAI Logo – **Air Authority of India (Cargo)** at Hotel Taj Palace Delhi.
- Successfully Completed IPL, Pro Kabbadi, Pro Wrestling, Ebix Cash & Western Union Merchandising & Branding Pan India.
- Successfully registered our company – At BCCI, Kings XI Punjab, Rajasthan Royals, Western Union, AAJ-Tak, VIP Bags, ITZS CASH, TATA Rallis, IDEA, Hero Cycles, Kent RO, Vardhman Textiles, ASCI and many more.

Academic Credentials:-

- B. TECH Graduate from Punjab Technical University in Electrical Engineering 2015.
- 12Th from CBSE board in the year 2010.
- 10th from CBSE board in the year 2008.

EXTRA CURRICULAR ACTIVITIES AND INTERESTS:-

- National Player of volley ball at school level
- Participation in Basket Ball at Zonal Level in school.

Personal Details:

Father's Name: - Mr. Sushil Kumar

Date of Birth: - 24-05-1992

Permanent Address: - Flat No. 4, Divya Apartment, Golden Enclave, Lohgarh, Zirakpur, Punjab 140603

I declare that the above information given by me is truly correct to the best of my knowledge; if anything found to be wrong it would be solely my responsibility.

Date: