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FALCON ID # 42402

Telecommunication / Manager

Residential Country : India Nationality : India  
Resume Title : Manager Marketing Notice Period : 1 Days

## EDUCATION

Qualification	Institute / College /university	Year	Country
Pg Diploma		0000	Not Mention

## CAREER SUMMARY

Position	Employer	Country	From Month/ Year	To Month/ Year
Manager Marketing	Reputed Company	India	01/2011	/
Manager - Advertising & Promotions	Triumph International	India	06/2008	12/2010
Manager - Media And Planning	Gem & Jewelry Trade Publication	India	05/2001	06/2008

## ADDITIONAL CERTIFICATE AND TECHNICAL QUALIFICATION

Name Of The Course	Course Date	Valid Upto	Name Of Organisation
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Current Salary (Monthly In Usd): Not Mention Expected Salary (Monthly In Usd): Not Mention

Additional Skills :

### PROFESSIONAL EXPERIENCE:

Current Employer

JOI Diamonds Jan 2011 - till date

JOI Diamonds is a diamond exporting company Based in India and having offices internationally

they are in to Diamond exporting business from last 10 years.

Designation: Manager Marketing ,P.R & Media Planning

Key Responsibilities

- ? Responsible for Planning Marketing strategy for the company to achieve sales target for the company
- ? Responsible for effective placement of the company in the market and product distribution
- ? Media Planning & Ad campaign Planning for the company
- ? Responsible for allocation of Adverting & Promotional budget of the company for the year
- ? Responsible for implementing Ad promotion campaign of the company.
- ? Responsible for visibility of company through PR and other mediums
- ? Responsible for cross promotional tie ups
- ? Responsible for designing sales communication for the company
- ? Arrange media related publicity campaigns (ATL & BTL activities)
- ? Handling an in-house Sales team and reporting to the Director of Sales & Marketing of the company.
- ? Maintaining Public relation for the company
- ? Interacting with the external agency's for various ad media campaigns
- ? Searching for new and better ways for best ad publicity for e.g. tie up with different organisations for mutual benefits etc
- ? Calculating returns on investments (ROI) and analysing media plan at the end of the fiscal year.

Achievement:

- ? Successful participation of the company in to IIJS Signature 2011 Trade fair
- ? Successful implementation Ad campaign for international presence
- ? Successful participation in Hongkong Jewellery show March 2011

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Triumph International

Jun 2008 – Dec 2010

Triumph is a global leader in lingerie manufacturing and retailing.

Manager - Advertising & Promotions

Key Responsibilities:

- ? Media Planning (What kind of media mix to be taken for the year)
- ? Responsible for allocation of Media & Advertising & Promotional budget of the company for the year (As per the media plan)
- ? Responsible for implementing & customizing global guidelines on Media Marketing advertising and PR as per country specific market requirements
- ? Responsible for visibility of the Brand Nationally (Point of sale, Print & Electronic media visibility)
- ? Responsible for cross promotional tie ups and Brand promotions nationally
- ? Organize & Co-ordinate with vendors and arrange media related publicity campaigns (ATL & BTL activities)
- ? Responsible for effective sourcing of Publicity material as per the plan (Print & others)
- ? Handling an in-house designing team and reporting to the head of sales & Marketing of the company.
- ? Maintaining Public relation for the company
- ? Interacting with the external agencies for various ad media campaigns and analysis of mediums of media used and to be used.
- ? Searching for new and better ways for best ad publicity for eg tie up with different organisations for mutual benefits etc
- ? Calculating returns on investments and analysing media plan at the end of the fiscal year.
- ? Responsible of developing and maintaining the company website & online communication for the company
- ? Developing promotional and other communication material for the company.

Achievements:

- ? Successful organizing of "The Triumph Show"
- ? "Triumph Inspiration Award" (an initiative by the company to promote talent of new up coming designers and providing a platform internationally) (Social responsibility)
- ? Successful implementation of product related educational program to the target customer in schools and corporate.
- ? Successful tie up with Bling night pub at the Hotel Leela's and Color Bar for customer gratification and retention
- ? Successful tie up with NCPR to offer a discount promotion for their members, as part of new customer contact program.
- ? Offering exchange and discount schemes to the customers

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Gem & Jewelry Trade Publication

May 2001 – June 2008

Gem & Jewelry Trade Publication is a reputed Gems & Jewelry Industry based Publication house dealing in Trade Directories B2B Magazines.

Manager - Media and Planning

Key Responsibilities:

- ? Media Planning
- ? Space selling for the company
- ? Managing international promotion for the company like tie ups with exhibitions and other organization for visibility of the product
- ? Organize & Co-ordinate with Clients and arranging media related publicity campaigns for the clients
- ? Handling a Team and reporting to the Directory of the company.

- ? Maintaining Public relation with the client
- ? Product designing, and some Editorial related work
- ? Searching for new and better ways for best ad publicity for eg tie up with different organisations for mutual benefits etc

Achievement: Tie ups with Prestigious Clients like C Mahendra Group, Laxmi Diamonds , Shrenuj , Hamper Plus, Jewelex , Agni Jewels Pvt Ltd , Blue Lotus Pvt Ltd , Gitanjali Group, Deepchand and sons NX , ACE Jewels Pvt Ltd, K.P Shangvi Group , Ishna Jewelles , Rose Group of Company, Cignus Jewels Pvt Lyd, Gem & Jewelry Export Promotion Council , Bangkok Gems & Jewelry Trade Fair , Singapore Gem & Jewelry Trade Fair MSJ Trade Fairs(Macau) Ltd China etc.

#### Additional Information :

#### Academic Qualifications:

PGDBA (Masters) Welingkar Appeared awaiting results. (Specializing in Marketing)  
Advance diploma in Business Administration Welingkar July 2010(Specializing In Marketing)  
Bachelor Of Commerce Mumbai Apr. 2001  
H.S.C. Mumbai Mar.'1998  
S.S.C. Mumbai Mar.'1996