

# DIPTI POTDAR

Email: diptipotdar86@gmail.com  
Mumbai

## QUICK INTRO:

Events Professional with 10+ years of experience in brand management, planning & strategy development, campaign management and client servicing for renowned brands in corporate & private categories. An astute learner and an excellent team player who has handled multiple campaigns with varied business objectives with multi-functional teams to deliver an integrated product to the client. A strong believer of building trust and credibility with the client through understanding their business better and provide creative solutions that would help them reach their objectives.

## WORK EXPERIENCE

### Pentagon Events & Activation

March 2019 - Present

Senior Visualiser / Team Lead

Handling a team of 5 people. Moved into ideation with this company.

### Clients Handled:

LEPC

Romedy Now

Sony Liv

Viacom18

Colors

Bajaj

The Royal Palate (TVF)

Pfizer

### Key Projects Are:

- Virtual Events for Viacom, Godrej, Romedy Now, LEPC, Pfizer, Sony Liv, Bajaj
- Ideation for Viacom18 Goa Fest 2019
- Colors show Ideation Choti Sardarni
- Bajaj Annual Sales conference 2019
- The Royal Palate a TVF show
- Pfizer Sales conference

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## **TOAST Events**

Senior Visualiser

December 2015 - March 2019

Worked closely with clients like:

PUMA, Adidas, Reebok, Celio, Bestseller, Aeropostale, D:FY, Skechers, Facebook, YouTube, Roadster, Pantaloons, Sephora, Benetton, H&M, T20 Global League South Africa, Park avenue to name a few

### **Key Projects Are:**

- Launching of Sephora in India. Also managed its multiple store openings across India.
- PUMA Thierry Henry coming to India. Managing the whole event from start to end on creative single handled.
- Launch of Park Avenue 100th Store in Delhi
- Launch of the new shoe brand called D:FY with creative concept
- Trade show for Adidas and Reebok.
- Skechers Walkathon Delhi and Store opening in Mumbai
- Launch of the new shoe line for Skechers called as “Skechers Street collection”
- Unconventional stage design for Benetton Trade Show

## **ICE GLOBAL Events**

Visualiser

March 2012 - December 2015

Mahindra & Mahindra, DHL, SWISS Airlines, Schindler, Deutsche Bank.

### **Key Projects -**

- Mahindra & Mahindra Blue-Chip Conference DHL (Dealer Meet)
- SWISS Airlines Calendar Launch
- Schindler (Elevators) Factory Launch
- Deutsche Bank (Employee Meet)

## **D'FINE ART Events**

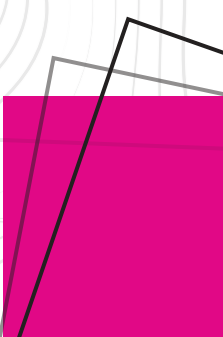
Executive Visualiser

March 2011 - August 2011

### **Key Projects -**

- Designing of sets and layouting majorly for Bol Bachchan
- Designing of the certain elements on Singham and Golmal

## **Freelance Projects**

- Creative workshops for kids
  - Used to take up Wall Painting assignments
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## **STRENGTHS**

1. Excellent communication and persuasion skills
2. Excellent planning, time-management and follow-through skills
3. Leadership and collaborative skills; especially in managing and motivating teammates/colleagues
4. Excellent presentation skills
5. Analytical Skills - Logical reasoning, problem solving and decision-making
6. Working knowledge & skills in Digital Media Consulting skills
7. Understanding of advertising and marketing principles
8. Understanding of communication strategies and tactics
9. Willingness to learn improved practices and acquire new skills

## **ACHIVEMENTS**

TOAST events won the Bronze at the Wow Awards Asia for the concept of Hamster wheel for PUMA Ignite which was my concept and design.

## **ACADEMIC QUALIFICATION**

Major: Bsc Physics (Mumbai University) 2010

Minor: Diploma in Visuals and Communication 2012

## **SKILL SET**

Concept Visualization

Illustrator

3ds Max

Corel Draw

Photoshop

## **PERSONAL DETAILS**

Date of Birth: 10<sup>th</sup> December, 1986

Nationality: Indian

Marital Status: Married

Children: 1