

GAURANG SHARMA

+91-9958025192 / gaurang443@gmail.com

Career Objective

To add value in a Marketing Management role & grow in terms of knowledge, skills & attitude in a challenging dynamic environment while getting a high level of professional satisfaction & recognition.

Professional Experience:

S. No.	Organization	Designation	Duration	Location
1.	Safexpress Private Limited	Marketing Executive, Head Office	1 st Feb'19 till date	Mahipalpur, New Delhi

Marketing Executive, Safexpress Private Limited:

Job Purpose: Executing the Marketing strategy of our Supply Chain Management SBU from Head Office

- ❖ ATL & Marketing Budget setting
 - Meeting with ATL Agencies, giving them end-outcomes & strategizing & developing various Communication strategies & campaigns.
 - Assist the Marketing Manager & CMO in end-to-end coordination with Agencies to conceptualize the yearly marketing strategies & all ATL & BTL plans & give inputs for the Internal Budgets
 - Preparing & delivering Marketing plans within key objectives set by CMO & Management
- ❖ BTL & Outdoor Advertising
 - Conceptualizing & overseeing various BTL Marketing campaigns to promote the SCM services
 - Carry out creative, commercial & administrative responsibilities
 - Organize & oversee BTL campaigns, exhibitions & promotional events
 - Organizing events & (Solo) represent Brand Safexpress at various exhibitions
- ❖ Liaising with Vendors, Printers etc. as required & managing the production of marketing materials such as leaflets, flyers, posters, brochures, Hand-sanitizers, Toy-trucks, Mint, Sticker printing & newsletters
- ❖ Liaising with Events Coordinators to maximize visibility at conferences & exhibitions, including compiling SCM service & literature lists to demonstrate
- ❖ Work closely with junior marketing assistants, graphic designers & marketing coordinators
- ❖ Working with in-house designers to produce materials of visual impact within brand guidelines
- ❖ Keep a track of the TG through regular interaction with the Sales Fieldforce
- ❖ **Key skills developed**
 - Good teamwork skills
 - Communication skills, Creativity & networking ability
 - Adaptability & Strong attention to detail
 - Good organization & planning skills
 - Negotiation with Vendors
 - Commercial awareness

Academic Qualification

Academic milestone	Academic Institution	Board / University	Year of Completion
MBA	Amity Business School, Jaipur. Rajasthan	Amity University Rajasthan	2018
BBA	Lingaya's Lalita Devi Institute of Management & Sciences, New Delhi	GGSIU	2016
12 th Standard	Salwan Public School, Gurugram	CBSE	2013
10 th Standard	Salwan Public School, Gurugram	CBSE	2011

Areas of Interests

- ❖ ATL & BTL Marketing campaigns
- ❖ Advertising, Promotion techniques
- ❖ Direct Marketing
- ❖ Market Research

Summer Internship:

S. No.	Nature of Training / Summer Project	Organization	Duration	Location
1	Marketing: A comparison of Digital Marketing strategies of different companies	Videocon Mobiles Handset Pvt. Ltd.	8 Weeks, Jun'15-Aug'15	Gurugram
2	Market Research of B2B Corporate Gifting	Field Fresh Foods Pvt. Ltd. (Del Monte India)	5 Weeks, Jun'17-Jul'17	Gurugram

Brief of Summer Internship

1. **Videocon Handsets** - During the training, I was given information about their products and about the basics of marketing & the way Videocon does it in the Handset industry both BTL & digital marketing strategies. I then met Various Target Audiences & spoke about with them about Handset products.
2. **Del Monte** – Conducted market research in Gurugram & Greater NOIDA to establish a potential B2B market for Various Sized & Priced Gift Hampers of assorted Del Monte products for Diwali season, 2017.

Extra-Curricular Activities

- ❖ 5 year certificate course in Tabla from Pracheen Kala Kendra Chandigarh
- ❖ Participated in Warm-UP Act in Common Wealth Games 2010
- ❖ Played in IPU Inter college Football Tournament
- ❖ Performed Band at an event by SAIL

Achievements

- ❖ 2nd position in Battle of Bands in University Fest- (Zest 2015)
- ❖ 1st position in Battle of Bands in Inter College Fest- (Zeal 2016)

Personal Information

- ❖ Father's Name - Mr. Arvind Sharma
- ❖ Residential Address - B-45 GF, Southend Floors, Sector-49, Gurugram
- ❖ Date of Birth - 14th July 1995
- ❖ Gender - Male
- ❖ Languages Known - Hindi, English, Punjabi (spoken) & Chinese (elementary)
- ❖ Hobbies - Football, Travelling, Playing Tabla / Djembe, Swimming
- ❖ Strengths - Positive Attitude, Good communication skills, Disciplined, Good listener

Declaration

I hereby declare that information furnished above is true to the best of my knowledge and belief.

Date:

Gaurang Sharma