

## PUNEET BHASIN

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# Flat No. 406, Tower G-1, Eros Sampoonam, Greater Noida west, Sec.2, Gautam Buddha Nagar

### Objective

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To entail myself in an avant-garde arena of Activation and Marketing learns new skills and enhances my existing skills in the field of Media, Footwear and Agency so as to benefit the brand I am working for and to convert my knowledge into wisdom

### Professional Synopsis

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- High energy and commitment for winning and growing in any fast growing space
- A self-motivated, go – getter, fast learner with creative thought process
- A very effective multiple tasks manager with a patient and balanced frame of mind that aptly bears an acute sense of responsibility
- Effective interpersonal and communiqué skills

### Areas of Learning:

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- Creative & Copywriting
- Brand Management
- Marketing Management
- Media Planning
- Event Management
- Account Planning

### Organizational Experience:

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Working as **Asst. General Manager – Brand and Event Noida** in **Page-3 City Magazine** Dehradun from May 2018 to till date.

### Achievements with Page-3 City:

- Successfully Launching of Page-3 City in Dehradun and Chandigarh.
- Designing, layout and font selection of Magazine New Startup
- Successfully I had executed the Page-3 City Branding Material Designing and operation with Agency.
- Manage and handle several big events in Page-3 City with big celebrities like: Bollywood Star Neha Dhupia, Renowned Chef Vikas Khanna, Bollywood Actress Evelyn Sharma, Uttarakhand Police DG Mr. Ashok Kumar, Uttarakhand Cabinet Minister Mr. Harak Singh Rawat, Uttarakhand Vidhan Sabha Speaker Mr. Prem Chandra Agarwal and many more celebrities.
- Positioning as No. 1 English Premium Magazine of Uttarkahnd Page-3 City Magazine.
- Continues manage the campaigns by **Digital Media** to connect with elite class ladies, gents and kids make our hype in the market for example some of our successful campaign are: Talent Search for Kids, Women Entrepreneur Awards, Achievers Awrads, Flavour Awards, Mrs. Page-3 City are few Campaigns which very much successful among the Elite crowd.
- Successfully Handle the Branding of Pafe 3 City Magazine Outdoor Media Campaign, Several BTL activations of Sales like Circulation scheme.

Worked as **Senior Manager- Brand & Event (Uttrakhand)** in **Amar Ujala Publication Ltd.** Dehradun from July 2014 to April 2018.

#### Achievements with Amar Ujala:

- a. In year 2013-2014 billing of Events /Activations was around 15 Lacs Last years billing in 2017-18 was Rs. 1.5 CR.
- b. The biggest achievement with Amar Ujala getting big business of several campaign activities like Smart City, Tourism, Uttarakhand Foundation Day and many more in these years we will earn around 3- 4 CR. From the Govt.
- c. Big Projects: Jyotish Mahakumbh biggest event in ever history of Amar Ujala Events around 25000 people visit in this event big astrologers and Uttarakhand Admistration celebrities are participated some of them are Chief Guest: Honorable Governor of Uttarakhand Mr. KK Paul, Chief Minsiter of Uttarakhand: Mr. Trivandra Singh Rawat, Mr. Harish Rawat, Uttarakhand Cabinet Minister Mr. Satpal Maharaj and many more..... Celebrities Astrologers: Bejan Daruwalla, K Dubey Padmesh, Pawan Sinha, Jai Madaan, Dr. Satish Sharma and may more...
- d. Uttarakhand Udhay: Celebrate foundation day of Uttarakhand from last 3 years 1 Lacs people connect in this event & big celebrities and lot other big names were the part of this event some of them are Chief Guest: Uttarakhand Chief Ministers: Mr. Trivandra Singh Rawat, Mr. Harish Rawat and many more.... Celebrities: Kaliash Kher, Jubin Natiyal, Narendra Singh Negi, Wasim Ahmed and Mona Bhatt and many more.....
- e. Amar Ujala Excellence award: Biggest event in Amar Ujala History organized at Hotel Taj Palace New Delhi Central Cabinet Ministers were the chief Guest out of 12 Clients I have contribute 7 Clients celebrities in this event some them are Chief Guest: Central Cabinet Ministers Mr. Suresh Prabhu, Mr. Muktar Abash Naqvi, Mrs. Anupriya Patel & Mr. Satya pal Singh, Mr. Subhash Ghai Bollywood Famous Director and Producer and many more.....
- f. Successfully Handle the Branding of Amar Ujala Uttrakhand Colony Gates, Outdoor Media Campaign, Several BTL activations of Sales like Ghar Ghar Amar Ujala, Amar Ujala Dhamka Campaign, Amar Ujala Parho Inaam Paho and many more...
- g. Continues manage the campaigns by **Digital Media** to connect with ladies, gents and kids make our hype in the market for example some of our successful campaign are: Talent Search for Kids, Rupantran for Ladies, Society or RWA Activation for Families, Awards Function for Gents and Many more campaigns

Worked as **Manager – Marketing & Communication** in **Atlas Cycles Sahibabad** from July 2012 to June 2014.

#### Achievements with Atlas Cycles

- a. I had been appointed as Marketing Manager for High End Cycles
- b. I had associated with High end Atlas cycles brand from scratch the logo designing, poster, brochures, photoshoot we had start with.
- c. After that we had start the searching the Distributer in each states.
- d. Once our Management finalized the Distributer than we had started working with distributer to finding out the dealers who will sale our product in this shop.
- e. We had plan several incentives for dealers so they get motivated to sale our brand.

- f. We had provided full Merchandising support to our dealers Like Broachers, Posters, Dangler in their outlets plus we had also request for Bill Boards in their shop as per their requirement we had put Bill Board in their shop.
- g. Once we had make proper Dealership channel in any market we had start doing publicity through Newspaper ads and Hoardings in reasonable rates.
- h. After that we will organize the dealers meet showcase our brand to our dealers give them presentation about USP of our Brand etc..
- i. Shoot the TV Commercial of Cycles.
- j. Organize Several College Contact program activation for our Brands this first time that any cycle Brand organize college activation and we will also get good response.
- k. Handle the Nomination of Amar Ujala Excellence Awards of Atlas Cycles.
- l. Atlas Cycles gets the Best Brand Award by Amar Ujala Excellence Award Function.
- m. Find out the best deal of Newspaper for targeted audience with best Negotiates rates.
- n. Tie-Up with several event management agencies to participate in top Fashion Shows events and showcase our brand in the several events, exhibition s etc.
- o. Several Tie up with Modern Trade outlet, we will establish our High End Cycle corner setup in cycle store, Shopper stop and Ritu wear.
- p. Done Merchandising branding in several Traditional Market Outlets in all over India major States are UP, Uttarkhand, MP, Chhattisgarh, Bihar and Maharastra.
- q. Done the Bill Boards in several dealers in all over India.
- r. Participation in all Major Exhibitions of India display of stall.
- s. Tie-up with E Commerce Market some of them are Amazon, Flipkart and many more...
- t. Broachers, Calendar, Digital Media Creatives, Merchandising creative coordination with creative agency.
- u. Coordination with Agencies for school contact program, modern outlet setup in shops, Newspaper ads, Merchandising, Bill Boards etc.
- v. Effective Digital Marketing for Elite Segment Doctors, CA, Big Businessman, Students Etc.

Worked as **Deputy Manager Brand & Event** in **Hindustan Times** Agra & Bareilly from Aug. 2009 to June 2012.

**Achievements with Hindustan Times:**

- a. Launch of Bareilly, Moradabad, Agra, Alligarh big learning.
- b. Big Challenge was to increase the circulation and return that copies for that I had plan activation: Kitty Parties for ladies, Family funday for Families, School Contact program and many more....
- c. Big Projects: Star Nights: Kalish Kher, Kunal Ganjawala, Prathibha Samman and Many more....
- d. Sucessfully Handle the Branding of Hindustan Colony Gates, Outdoor Media Campaign, Several BTL activations of Sales like Ghar Ghar Hindustan, Hindustan Dhamka Campaign, Hindustan Parho Inaam Paho and many more...
- e. Continues manage the campaigns by **Digital Media** to connect with ladies, gents and kids make our hype in the market for example some of our successful campaign are: Talent Search for Kids, Anokhi for Ladies, Society or RWA Activation for Families, Awards Function for Gents and Many more campaigns

Worked as **Asst. Manager Operation & Client Services (BTL) in Candid Marketing Services New Delhi** from Dec. 2006 to July 2009.

- a. Execution of several event will manage by us.
- b. One time we had handle 4-5 activates and take the reporting from project head.
- c. I had handle 5 project Head at one time and take reporting from them.
- d. Our team had regular 3 years awarded in row as Best Execution Team when I am heading my team.
- e. This was by best learning in my life and I had seen all over India in this job.

Worked as **Brand Incharge in Dainik Jagran Lucknow & Haldwani** from Jan. 2005 to Nov. 2006

- a. Start the Brand Dept.in Lucknow and Haldwani.
- b. Do several Media Partnership with big events in Lucknow
- c. Big Challenge was to increase the circulation and return that copies for that I had plan activation: Kitty Parties for ladies, Family fun day for Families, School Contact program and many more....
- d. Big Projects: Jagran Mohastav, Mera Ashiyana, Summer Camp, Talent Search
- e. Successfully Handle the Branding of Dainik Jagran Colony Gates, Outdoor Media Campaign, Several BTL activations of Sales like Ghar Ghar Dainik Jagran, Dainik Jagran, Dhamka Campaign, Dainik Jagran Parho Inaam Paho and many more...
- f. Continues manage the campaigns by **Digital Media** to connect with ladies, gents and kids make our hype in the market for example some of our successful campaign are: Talent Search for Kids, Ladies Club for Ladies, Society or RWA Activation for Families, Awards Function for Gents and Many more campaigns

### **Responsibilities in Amar Ujala, Hindustan & Dainik Jagran**

- Plan all year event & Activation Calendar & Brand management of our Newspaper
- Conceptualize new and fresh ideas of event & activation with newspaper ads
- Accordingly, we make proposals for sponsorship also.
- Sale that idea in a market, in other words we take sponsorship from the market and generate the revenue from that project.
- Once the sponsor is close with client then execution planning, making internal cost, negotiation with Vendors.
- Execution plans contains Route Plan, Setup Designs & costing, Fabrication plan, Execution work dedicating to the team and fix up the vendors & deadlines.
- Follow up with our team & vendors on regular base just to make sure that our work complete as per our deadlines.
- On the event day we make sure all elements have to place accordingly with our plan, so we can take care of event flow.
- Event flow execution we have to make sure that two three rehearsal have to take place so everyone knows their responsibility and do this best.

- Once the event finish we have submit reports as per plan & video and photographs to the client also.
- Event closer we have submitted all paperwork like bills of vendor, cash given by company to event executive submission of Cash imprested, Expense sheet and related materials of events to the companies.
- The major roles in Brand management were coordination with vendors of OOH, BTL activation, In house Creative and in house Newspaper Ads.

### **Responsibilities in Atlas Cycles:**

- Understand the product carefully
- According to TG design the idea
- According to the idea design media plan of the product
- Start with creative of POP material as per media plan.
- Negotiation with Agencies s per media plan.
- Depute the jobs to agencies as per media plan example: (Creative, Media Buying, OOH, BTL Activation, Events, Merchandising & etc.)
- Co-ordination and Close watch on execution.
- Reece and surprise visit on executions.
- Prepare the presentation and reports after execution.
- Majorly watch the impact of promotion on sales.

### **Responsibilities in Candid Marketing Services**

- *Client Meets with Client and understand the requirement of client.*
- Accordingly, we make proposals for clients my major parts in proposals is helping in conceptualizing, Execution Plan & costing
- Once the business close with client then execution planning, making internal cost, negotiation with Vendors.
- Execution plans contains Route Plan, Setup Designs & costing, Fabrication plan, Execution work dedicating to the team and fix up the vendors & deadlines.
- Follow up with my team & vendors on regular base just to make sure that my work complete as per our deadlines.
- On the event day we make sure all elements have to place accordingly with our plan, so we can take care of event flow.
- Event flow execution we have to make sure that two three rehearsal have to take place so everyone knows their responsibility and do this best.
- Once the event finish we have submit reports as per plan & video and photographs to the client.
- Event closer we have submitted all paperwork like bills of vendor, cash given by company to event executive submission of Cash imprested, Expense sheet and related materials of events to the companies.

### **Educational Qualification:**

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#### PROFESSIONAL QUALIFICATION

Certificate course of event management from Cineyug events (Mumbai)

#### EDUCATIONAL QUALIFICATION:

- M.B.A form Punjab Tech. University in year 2008

- Graduation in commerce from Bareilly College Bareilly in Year 2004-5
- Intermediate from wood Row Sr. Secondary School, Bareilly in the year 1997.

**COMPUTER PROFICIENCY:**

Operating System: Windows 98, 2000, XP

Application Software's: MS Office [Ms Word, Excel and Power Point, Good Knowledge of Photoshop

**Personal Details:**

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Date of Birth: 9<sup>th</sup> Nov' 1981.

Sex: Male

Marital Status: Married