

Devesh Khandelwal

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16, Santosh Sagar Colony, Brahmpuri Road,
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Objective:

Highly resourceful individual with **immense** passion for marketing, media, advertising and event planning having nine years of working experience in promotion, marketing and media planning seeks the position to work with esteemed organization. I believe that our altitude in life is decided by our attitude towards our work.

HIGHLIGHTS

Marketing
Strategies &
Campaigns

Strong
Communication
Planner

Grace under
Pressure

Public Media &
Relations

Vendor
Management

Critical Thinking

Time Management

Won Nomination
for Stall
Fabrication in
Property Expo of
RBPA organized
by CREDAI, 2014
for SNG Group

Planned and
Executed Grand
Launching of
various Projects of
SNG Group

Successfully
executed various
events at Jaipur
National
University

Expertise Skills

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Advertising Skills

- Conceptualize, develop and execute marketing campaigns that **build & enhance brand visibility & identity.**
- Media Placement
 - Direct Marketing
 - Outdoor Hoardings and Billboards
 - Print Media
 - Social Media
 - Radio Advertising
 - Digital Marketing
 - Events and Exhibitions
 - Particulars & Brochures

Event Management Skills

- Event Planning & Management
- Very good understanding of Set-up & fabrication
- Successful events from planning to execution

Computer Skills

- Computer Basics
- Microsoft Office (Word, Excel, PowerPoint)

Academic qualification

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- Pursuing Distance MBA in Marketing from Jaipur National University
 - One-Year Full Time Postgraduate Diploma in Event Management from NAEMD, Jaipur (2011)
 - B.com from Commerce College of Rajasthan University (2010)
 - 12th (Commerce) from Maheshwari Higher Sc. School, Jaipur (2007)
 - 10th from Maheshwari Higher Sc. School, Jaipur (2005)

Industrial Exposure

JAIPUR NATIONAL UNIVERSITY

PRO –Since May 19

Responsibility-

- **Curating** Marketing Campaigns of the group including Social Media, Print, Radio, etc
- Branding and Promotion of the group with successful events executed
 - Technorazz 2019
 - Convocation 2019
 - Rangrezz 2019 in Association with MY FM – Activity connecting **University** directly to school students
 - Umeed 1000 Cyclothon 2019
 - **Mr. & Miss JNU**
 - Dancing Flamingos
 - Fashion Fiesta – Recycled & Relived...!!!
 - Diwali Fest 2019
 - Foundation **Day 2019**
 - Bollywood Night with Himesh **Reshammiya**
 - Conferences like IAET, ICC, etc
 - Gravity Sportsfia 2019
- **Ideation & Execution of Digital Creatives for JNU Hospital**

CHASKA LAG JAYEGA

Partner –From March 18 to March 19

- Opened a Café in Rajapark, Jaipur **by the name “CHASKA LAG JAYEGA”**
- **Managed Entire Marketing, Branding and Promotion of Café**
- **Business Development through right marketing & sales channel for the café.**
- New Innovation first in Rajasthan with Ice – **Specialty Ice Dishes**
- Won Award in **Excellence in Innovative Ice Cuisine** from **94.3 MY FM**

SNG GROUP

Marketing Manager —February, 2013 to May, 2019

Key Projects Undertaken: -

- Stall Fabrication of various property Expo organized by **RBPA (Rajasthan Builders & Promoters Association), Times of India, Dainik Bhaskar, Rajasthan Patrika, etc).**
- Launching Ceremony of “**Singhal SNG City**”, Jaipur (June 2015)
- Grand Scale Bhoomi Poojan of “**Parth City**”, **West**, Udaipur (March 2015)
- Launching Ceremony of “**Parth City**”, **East**, Udaipur (**June 2014**)
- Launching Ceremony of “**Silver Soil Industrial Park**”, Jaipur (July, 2013)
- Launching Ceremony of “**Star Valley**”, Jaipur (February, 2013)
- Launching Ceremony of “**Floreat**”, Jaipur (February, 2013)
- Managing **Advertisement and Group Branding**

Responsibility: -

- **Managing Advertisement** in Print Media, E-Media etc.
- Dealing with Vendors and getting best quotes after negotiations
- Entering into Profitable Barter Deals
- Getting Mailers, flyers and brochures designed for Direct Marketing
- Getting Virtual Tour/ Walkthroughs designed

- Supervision for Right Placement of Outdoor Hoardings and Billboards including their designing
- **Social Media Presence** through Facebook, Twitter and other social Networks.
- Radio Advertising
- Advertising through 3rd party Online Portals like Magic Bricks, 99 Acres etc.
- Planning and Executing in House Property Shows
- Fabrication and set up of Stalls in Property Exhibitions
- Getting 3D Elevations Designed
- Integrating Corporate Social Responsibility in events

Magnum Event Services Pvt. Ltd.

Asst. Manager, Productions & Operations – From September, 2011 to January, 2013

Key Projects Undertaken: -

- Volkswagen Finance Internal Meet for **Wizcraft** Mumbai at Hotel Fairmont, Jaipur (December, 2012)
- Wedding of Mr. Rahul Singhi S/o Mr. Shashikant Singhi – **Poornima Group of Colleges, Jaipur** (December, 2012)
- Global Entrepreneur Student Awards at Step by Step International, Jaipur for **EO** (September, 2012)
- **7 Cities Stakeholder's Meet for DHFL** [Jaipur (2), Bikaner, Kota, Udaipur, Bhilwara, Jodhpur] (June, 2012)
- Mountain Dew Extreme Tour, Jaipur for **DNA Networks** (June, 2012)
- **Tafe Float Show** for MF- 7250 & MF- 1030 models (May- June, 2012)
- Managed Handicraft Workshop for **Wizcraft** Event- Bosch's Delegate Meet, Goa (May, 2012)
- Launch and Press Conference of **Metro Cash n' Carry**, Jaipur (May, 2012)
- **Fullerton India** Dealer's Meet at Hotel Jaipur Greens and Shivam Resort (March, 2012)
- **Valentine's Day** Celebration- "*Dil ne ye kaha hain dil se*" at Jaipur Club (February, 2012)
- **SKODA Rapid** Launch at Saga Automotives, Raja Park (November, 2011)
- Wartsila Stakeholders' Meet for **Mercury Integrated** at Taj Lake Palace, Udaipur (October, 2011)

Responsibility: - To execute the event as promised to the client and to strike & maintain a balance between client & vendors.

Training Projects (NAEMD)

- Freelance Wedding Project with **Agwani Travels India Pvt. Ltd.** at Pattaya City, Bangkok.
- Wedding Event with companies like **Red Events, E-Factor, Lagan Mandap, The Refuge, Opus Media, Classic Rover, Bliss & Raison Detre.**
- **Navratra Mahotsav** (Vibrant Gujarat) with **Go Bananas**, Ahmedabad.
- **Jaipur Stone Mart 2011** with **FICCI**, Jaipur.
- **Jaipur Jewellery Show 2011** with **Nagpal Conference & Exhibition Services**, Jaipur.
- **DID Jaipur Audition** with **Fusion Events**, Mumbai.
- **Chak Dhoom Dhoom Auditions** with **Clock Works**, Mumbai.
- **Just Dance Auditions** with **Clock Works**, Mumbai.
- **India's Got Talent Auditions** with **Clock Works**, Mumbai.
- Logo Launching of **Guru Pragya Builders Pvt. Ltd.** with **Srishti Sanchar**, Jaipur.
- Celebrities Management with **Dynamo Events**, Ajmer.
- **Ericsson** Company's Party with **Adobe**, Jaipur.
- **Ratan Industrial** Inauguration with **Raison Detre**, Kishangarh.

Personal Summary

Date of Birth : 4th January, 1990
 Father's Name : Mr. Rajendra Khandelwal
 Marital Status : Married
 Languages Known : English & Hindi