

KAUSHIK DAS



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New Biswas Para, Jagadishpur Hat, Jagadishpur, Howrah - 711115

CAREER OBJECTIVE:

Seeking a challenging career in a progressive organization where I can acquire current and relevant knowledge and develop effective skills to maximize individual and organizational growth.

EXECUTIVE SUMMARY:

Experienced Media Sales, Marketing and Business Development person, worked in Media, Event & Entertainment Industry (Advertising/Marketing Agency, Print, Digital, Cinema, Event & Activation) over years, develop and implementation of marketing strategies, communication and promotional materials & knowledge of agency/ vendor management.

Other functional areas include Media Buying & Planning, Brand Activation, Digital Ad Sales, Ambient Media and Experiential Marketing & Operation.

EXPERIENCE:

Marketing | NBD & Client Servicing | Buying & Planning | Brand Activation & Ambient Media
EDEN Media Pvt. Ltd. Kolkata

July 2021

Job Responsibilities:

- ✓ New Business Development – OOH, BTL- activations – Malls & other
- ✓ Media Buying & Planning - Operation - PAN East OOH strategy planning and management of ATL & BTL
- ✓ Client Servicing – New & Existing
- ✓ Establish Brand Communication through Conventional and Unconventional Outdoor, BTL Activation, Promotion and Events.
- ✓ Ideating and developing new and innovative communication tools through OOH, Mall Advertising, Activations and Events
- ✓ Vendor Management – Media Agency & Local media owner.
- ✓ Planning and implementation of branding collateral for clients.

Sr. Business Manager - Buying & Planning | Brand Activation & Ambient Media | BD & Client Servicing
Mohan Media & Four Nine Media Kolkata

Oct. 2018 to Sept. 2020

Job Responsibilities:

- ✓ Media Buying & Planning for OOH & Mall
- ✓ BD & Client Servicing, Ambient Media for Kolkata and Eastern India, Mall advertising, OOH and BTL.
- ✓ Vendor Management – Media Agency & Local media owner.
- ✓ Brand Activation – BTL campaign (execution of activity/event)
- ✓ Making PPT.

Associate Business Director – NBD | Client Servicing
RN Eventsource Management Bangalore

Sept. 2016 to August 2018

Job Responsibilities:

- ✓ Responsible for getting new business in terms of Corporate events, MICE, Brand Activation, Television Content and IP's
- ✓ Servicing direct clients like CavinKare, Puma, Adidas, CGI, CISCO, Himalaya Drug, MTR Foods, Zivame and GroupM India etc.
- ✓ Making PPT, Buying & Planning and execution of the activity/event.

Projects:

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|-------------------------------------|--|--|
| ✓ CGI APPEC Leadership Connect 2018 | ✓ Himalaya Drugs... annual day | ✓ Capital foods – General Trade activation |
| ✓ Puma activation in malls | ✓ MTR foods – General Trade activation | |
| ✓ SIRONIX – product launch | | |

Associate Business Director - Planning | BD & Client Servicing | Brand Activation & Ambient Media
Interactive Television – GroupM India Mumbai

Jan. 2008 to July 2016

Job Responsibilities:

- ✓ New Business Development – Cinema Advertising, BTL- activations – Mall, Multiplex & others, OOH for Non-GroupM clients/agencies
- ✓ Client Servicing: New & Existing (National & Regional)
- ✓ Agency Servicing: Advertising & activation agencies.
- ✓ Media Buying & Planning, Operation & execution of BTL campaign as per client's requirement.

Few projects:

- ✓ Reliance Communications. ADAG - Annual Cinema advertising campaign -- Pan India
 - ✓ Nissan Micra launch BTL campaign - Mall and Cinema Advertising PAN India.
 - ✓ Stayfree BTL Campaign –Mumbai, Delhi and Pune – Mall & Multiplex
 - ✓ Manjal Soap (Marico) Road Show in 60 cities across Kerala -
 - ✓ Calvin Klein: ckfree Launch BTL campaign @ Mall and In-store- (Mumbai, Delhi, Bangalore, Pune, Chennai, Hyderabad)
 - ✓ BTL activation & Branding @ Malls – TATA Indigo, Manza, Grande and Safari Storme Pan India
 - ✓ BTL activation @ Malls - Mumbai, Bangalore, Kolkata & Chennai – Air Asia
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Sr. Manager - Ad Sales (Magazines)

Planman Media

Mumbai

August 2005 to Jan. 2008

Job Responsibilities:

- ✓ Handled ad sales for Business & Economy, 4Ps & Marketing and Sunday Indian magazines.
 - ✓ Organized the launch of Business & Economy and 4Ps & Marketing and Sunday Indian magazines in Mumbai.
 - ✓ Servicing clients (e.g. Philips, Kingfisher Airlines, Samsonite, SOTC, HSBC, UBI, SBI, and LIC etc.)
 - ✓ Servicing advertising agencies (e.g. GroupM, Lintas, Starcom and Madison etc.)
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Sr. Manager - Ad Sales (Magazines + Digital)

Capital Market Publishers India

Mumbai

Jan. 2003 - July 2005

Job Responsibilities:

- ✓ Handled ad sales for Capital Market magazine as well as for the website – PAN India
 - ✓ Servicing clients (e.g. UBI, SBI, BSNL, VSNL, Allahabad Bank, Andhra Bank etc.)
 - ✓ Servicing advertising agencies.
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Manager - Ad Sales (Magazines + Digital)

ASAPP Media Pvt. Ltd.

Mumbai

Sept. 2001 –Dec. 2002

Job Responsibilities:

- ✓ Handled Ad Sales for “Construction World” magazine -Indian and Gulf edition, Infrastructure Today magazine + website.
- ✓ Client Servicing direct clients: ACC, L&T, Ispat Industries, ESSAR Group, Reliance Industries also the advertising agencies

Achievements:

- ✓ The only person selected for Dubai for attending the exhibition “Big-5 - 2002”
 - ✓ “Top Performer of 2002”
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Asst. Manager – Digital Ad Sales

IndiaConstruction.com

Mumbai

March 2000 to August 2001

Job Responsibilities:

- ✓ Handled sales for the portal.
 - ✓ Deal with Buyers & Sellers of Construction Materials & Machinery.
 - ✓ Maintained excellent rapport with the builders and developers; Unity Infra Projects, RNA Builders, GESCO, Rahejas, Choksey Chemicals, ACC, Gammon India, HCC, Godrej Property etc.
 - ✓ To enlighten & impart solution to the smallest or the most trivial problems faced by the buyers pertaining to:
 - ✓ Real Estate Solutions.
 - ✓ Tenders Information & Tagging.
 - ✓ Requisition to the manufacturers of the construction materials and machinery.
 - ✓ Logistic & Purchase Related Solutions.
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Professional Skills:

- ✓ Good Presentation and Communication Skills.
- ✓ Good in client servicing & customer support.
- ✓ Able to quickly adapt to new situations and systems.
- ✓ Positive attitude towards learning & commitment towards work.
- ✓ Proficient in Microsoft Word, Excel, PowerPoint and Internet.

Academic Qualification:

- ✓ Bachelors in Commerce (Graduate) from “Calcutta University” in the year 1997.
- ✓ Higher Secondary (12th) from Shibpur Dinabandhu College, Howrah, under ‘WBCHSE’ in the year 1995.
- ✓ Secondary (10th) from Salkia Hindu High School (Unit-2), Howrah, under “WBBSE” in the year 1993.

Personal Skills:

- ✓ Positive Attitude, Determined, High Energies.
- ✓ Hard working and sincere.
- ✓ Able to handle people in a very efficient way.

Hobbies:

- ✓ Motorcycle Touring.
- ✓ Playing football and caroms.
- ✓ Surfing on Internet.
- ✓ Love Cooking and watching movies and listening to music.

Personal Information:

Date of Birth : 28th November 1975
Nationality : Indian.
Languages Known : Bengali, English, Hindi and Marathi