





KAUSHIK DAS

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A thorough professional having experience over 15+ years in the field of Media & Advertising, Brand Marketing, Event and Entertainment, specializing in campaign planning & budgeting (ATL & BTL), media buying & selling across all media.

Other functional area includes Media Planning, Client Servicing, Brand Activation, Ambient Media and Experiential Marketing.

Work Experience:

July 2021...

EDEN Media Pvt. Ltd.

Kolkata

GM - Marketing | Brand Activation & Ambient Media | Buying & Planning | BD & Client Servicing

Job Responsibilities:

- ✓ PAN East OOH strategy planning and management of ATL & BTL activities.
 - ✓ Ideating and developing new and innovative communication tools through OOH, Activations and Events.
 - ✓ Establish Brand Communication through Conventional and Unconventional Outdoor, Activation, Promotion and Events.
 - ✓ Planning and implementation of branding collateral for clients.
 - ✓ Monitoring the effectiveness of the campaign for clients.
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October 2018 to September 2020

Mohan Media & Four Nine Media

Kolkata

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

Job Responsibilities:

- ✓ Media Buying & Planning for Cinema, Mall and OOH.
 - ✓ BD & Client Servicing, Ambient Media for Kolkata and Eastern India for Cinema Advertising, Mall advertising, OOH and BTL.
 - ✓ Brand Activation – BTL (execution of activity/event)
 - ✓ Making PPT.
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September 2016 to August 2018

RN Eventsource Management

Bangalore

Associate Business Director – NBD | Client Servicing

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 (Big):

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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 | | |
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January 2008 to July 2016

Interactive Television – GroupM India

Mumbai

Team size: 4

Associate Business Director - Planning | BD & Client Servicing | Brand Activation & Ambient Media

Job Responsibilities:

- ✓ Responsible for getting new business in terms of Cinema Advertising, BTL- activations – Mall, Multiplex & others, OOH for Non GroupM clients/agencies.
- ✓ Service direct clients, advertising & activation agencies Madison, OMD, DAN etc.
- ✓ Servicing existing brands and keep them updated with the upcoming movies and projects.
- ✓ Making plan and execution of the activity as per the client's requirement.

Projects (Big):

- ✓ Successfully closed an annual deal for Cinema advertising with Reliance Communications.
 - ✓ Nissan Micra launch BTL at Mall and Multiplex PAN India.
 - ✓ Stayfree activation—Mumbai, Delhi and Pune.
 - ✓ Handled road show of Manjal Soap (Marico) in 60 cities across Kerala,
 - ✓ Calvin Klein: cksfree Launch activation @ mall and Instore- (Mumbai, Delhi, Bangalore, Pune, Chennai, Hyderabad)
 - ✓ BTL & Branding – TATA Indigo, Manza, Grande and Safari Storme Pan India
 - ✓ Air Asia -Mall Activation – Mumbai, Bangalore, Kolkata & Chennai
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August 2005 to January 2008**Planman Media****Mumbai**

Team size: 5

Sr. Manager - Ad Sales (Magazines)

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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January 2003 - July 2005**Capital Market Publishers India****Mumbai**

Team size: 7 – Pan India

Sr. Manager - Ad Sales (Magazines + Digital)

Job Responsibilities:

- ✓ Handled ad sales for Capital Market magazine as well as for the website.
 - ✓ Servicing clients (e.g. UBI, SBI, BSNL, VSNL, Allahabad Bank, Andhra Bank etc.)
 - ✓ Servicing advertising agencies
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September 2001 -December 2002**ASAPP Media****Mumbai**

Team size: 4

Manager - Ad Sales (Magazines + Digital)

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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March 2000 to August 2001**IndiaConstruction.com****Mumbai**

Asst. Manager – Digital Ad Sales

Job Responsibilities:

- ✓ Product being interface between two business communities, have to deal with both of them viz. Buyers & Sellers of Construction Materials & Machinery.
 - ✓ To maintain 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 : English, Hindi, Bengali and Marathi.