

Sandeep Kumar



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Personal Objective: To obtain a challenging position that gives me ample opportunities to learn, to enhance my creativity, grow professionally, be in a position to contribute maximum for whichever company I work, have a good career and lead a respectable life.

About

Creative and business savvy marketing & communication professional with 10 plus years of experience across broad range of marketing function in the real estate or other industry. Proven ability to combine vision creativity & strong business acumen with well-developed project management skills & leadership qualities to support go-to-market efforts, product launches, branding & re branding initiatives, positioning & product for success.

Skills:

Marketing Communication, ATL/BTL, Strategic Planning, Media Planing & Buying, Branding, Campaign Management, Events & Promotion, Public Relation Management , Channel Marketing ,Digital Marketing, Social Marketing, Vendor Management, Agency Management, Billing Management.

Education

Schooling from A.D.Sr.Sec. School Faridabad.

Institution	Course	Year Of Joining	Year Of Passing		
JLJ College Faridabad, Affiliated to: Maharishi Dayanand University (Rohtak)	BCA	July 2007	2010	65.5	%
JLJ College Faridabad, Affiliated to: Maharishi Dayanand University (Rohtak)	MBA	July2010	2012	65.5	%

Work Experience:

ROF Group (May 2019 to Till)

Designation: Marketing Manager

- Marketing Communication, ATL/BTL, Branding, Events and Promotion.
- 360 Degree campaign planning and implementation.
- Corporate Positioning and Branding of the company.
- Coordinate with all agencies (Digital, Social, Designing, PR, News Channels)
- Media Planning and Buying: Negotiating direct deals for ad space with newspapers such as Times of India, Hindustan Times and Radio such as Radio City, Red FM, Radio Mirchi and TV, Metro station and outdoor locations.
- Planning and implementation of marketing strategy-including campaign, Digital marketing, Social Media (Facebook, Twitter, LinkedIn, YouTube, Blogs etc.)
- Event such as Project launching Event, Draw Event, Possession or Corporate Event.
- Coordinate the appearance of all organization print and electronic materials such as brochures, letterhead, logo, project collateral's etc...
- Managing the brand identity and ensuring that it is represented in the ideal manner across all channels.
- Managing Vendor Management & Billing Management.

Company: Soni Group (Apr 2012 – May2019)

Designation: Manager Marketing

- Marketing Communication, ATL/BTL, Branding, Events and Promotion.
- Planning and implementation of marketing strategy-including campaign, Digital marketing, Social Media (Facebook, Twitter, LinkedIn, YouTube, Blogs etc.).
- Media Planning and Buying.
- Coordinate the appearance of all organization print and electronic materials such as brochures, letterhead, logo, project collateral's etc...
- Managing the brand identity and ensuring that it is represented in the ideal manner across all channels

Company: Digisha (Jan2008 – Mar2012)

Designation: Team leader Marketing, Media and Web

- ATL/BTL activities planning and implementation
- Managing all media, events, PR, sponsorship and consumer promotion events
- Manage website, Manage advertisement, Manage print media. Manage engagements on Facebook, Twitter and other social media channels, Designing and branding.
- Creating and maintaining the organizations' website.

Company: Countrywide consultants Aug2007 – Jan2008

Designation: Marketing

- Marketing Communication, ATL/BTL, Media Planing & Buying
- Coordinate the appearance of all organization print and electronic materials such as brochures, letterhead, logo, project collateral's etc.
- Creating and maintaining the organizations' website.

Company: R.D.P.L Jan2007 – July2007

Designation: Marketing

- Marketing Communication, ATL/BTL, Media Planning & Buying
- Co-ordination for corporate events from Exhibition to Events Promotion Brand Marketing.

Competencies

- Hard working, Responsibility with sense of ownership.
- Comprehensive problem solving abilities
- Time management, Meeting deadlines.
- Punctuality towards work and duty

Professional

Certified Course Multimedia:

Have done a Certified Multimedia Course from Oxford Software Institute, South Ex. New Delhi.

Computer and Technical:

Word, Excel, Power point, Photoshop, CorelDraw

Interests & Hobbies:

- Social Activities
- Traveling
- Web Savvy

Personal Information

Name : Sandeep Kumar
Father name : Sh. Bhushan Lal
D.O.B : 4TH DEC 1986
Marital status : Married

Declaration:

I hereby declare that the above written particulars are true to the best of my Knowledge and belief.

Date

Place

Sandeep Kumar