

Kapil Kumar

**WE-83 Rama Park road, Mohan garden, Uttamnagar, New Delhi,
Ph:8859959597 , Email-kapil.tfs@gmail.com**

Summary

A marketing enthusiast with 6+ years of experience in the domain of Events, Activation, Branding, Exhibition. Skilled in Marketing Management, Mobile Advertising, Sales development, Advertising, Team Building, Customer relationship Management, Brand activation and Market Research. Rich experience of working in Rural, semi-urban and urban geographies in India.

CAREER HISTORY

Group Head - Production-January 2021-till Present.
Employer Name- **Valour Entertainment**

Roles & Responsibilities:

- Pitching Marketing Services to brands.
- Client Servicing and Acquisition.
- Managing production team for events across India.
- Team Management for operations & Marketing.
- Communicating, Maintaining and developing relationship with Vendors & Suppliers.
- Responsible for finalized Vendor and cost negotiation in the given budget.

Senior Manager- Client Servicing & Business Development– December 2019-December 2020
Employer Name – **Sardana Concepts Pvt. Ltd. (GSS GROUP), Gurugram, Haryana**

Roles & Responsibilities:

- Managing supplier/Vendor relationships.
- Managing operational and administrative function to ensure specific projects are delivered efficiently providing leadership, motivation, direction and support to the team travelling to onsite
- Inspections and project managing events being responsible for all project budgets from start to finish.
- Ensuring excellent customer service and quality delivery.
- Communicating, maintaining and developing client relationships Development, production and delivery of projects from proposal right up to delivery.
- Delivering events on time, within budget, that meet (and hopefully exceed) expectations.
- Setting, communicating and maintaining timelines and priorities on every project.

- Set up venue and finalize all logistics for events
Administer and determine an efficient marketing procedure for all events and select all participants and coordinate with all internal and external officials for efficient implementation of all events.
- Collaborate with project team to implement all activities for events within required time frame and budgets and perform research on all event location and entertainment facilities.

Head Operations & Marketing – November 2017 to October 2019

Employers name – Valour Entertainment

Roles & Responsibilities:

- Managing supplier/Vendor relationships.
- Planning & executing all BTL activities- Events, promotions, product placement & corporate sampling.
- Focus on the strategy, design, execution and operations of the business's lead management processes, marketing databases, marketing automation solutions, and tracking performance in order to plan, report, and conduct analyses also agile and has a passion for data, metrics, and reporting.
- Excels in operations that facilitate scalability, predictability, and efficiency of marketing operations. This is an engaging and hands-on role, therefore, highly capable of operating and excelling at the strategic and tactical positions.

Operations Manager – July 2015 to September 2017

Employers name – Flings India

Roles & Responsibilities:

- Manage overall operations and is responsible for the effective and successful management of labor, productivity, quality control and safety measures as established and set for the Operations Department.
- Ensure safe and efficient operations. Serve as a company representative on regulatory issues.
- Enhance the operational procedure, systems and principles in the areas of information flow and management, business processes, enhanced management reporting and looks for opportunities to expand systems.

❖ **KEY SKILLS AND COMPETENCIES**

- Adapting to different working Environments and staying Calm under Pressure.
- Good Working Knowledge of Microsoft office Products specifically Excel, Word as well as PowerPoint.
- Strong Capabilities in coordinating the supplier's chain (i.e. execution of creative, Media, PR, events & BTL Programs for existing clients & pitch new clients).
- Online & Offline research and getting new ideas for Activation.

SKILLS

- Event Management, planning, Production. Product launch.
- Corporate Events, Live Events, Road shows, Activation.
- Vendor & Budget Management.
- BTL Activation, ATL, Merchandising, OOH,AOOH.

EDUCATION

- **BBA –Beacon Institute of Technology – Business School – (2014)**
- **12th – Vardhman Academy- (2011)**

HOBBIES/INTEREST

Traveling, Playing Guitar & Internet surfing.

PERSONAL PROFILE

Father's Name :Mr. Satendra Kumar

Mother's Name :Mrs. Asha

Date of Birth :10th April 1994

Marital Status : Unmarried

Nationality : Indian

Known Languages: English, Hindi.

I do hereby declare that all the above information are true to the best of my knowledge.

Date:

Place

(KAPIL KUMAR)

