



Rakesh Kumar

CAREER OBJECTIVES :

To work with esteemed organization where I can utilize my Calibre, experience and knowledge in the field of marketing and sales.

PROFESSIONAL EXPERIENCE :

1. 16 Years in Marketing and Sales.
2. 7 years of experience especially in hospital marketing.
3. Responsible for planning, execution and analysis of lead generation **marketing** campaigns.
4. Coordination for and BTL Activities
5. Work as a **brand** custodian for all group companies
6. Printing and production Planning.
7. Designing Creative
8. Working with printing vendors for delivery of marketing collateral

KEY SKILLS :

Event Management

δ Dealer Meets & retailer Meets.

δ Deciding Themes, Venue and developing inside venue displays.

δ Developing collaterals and gifts for the events.

δ Sponsorship and company branding events.

δ Making and executing flow of the event.

δ Press releases.

δ Trade Fairs

δ Developing structures for the fair, coordinating with the fair authorities as well our internal agencies.

BTL activities

δ POP development.

δ 1 innovative POP every month.

- δ Boards/ hoardings wall painting.
- δ Coordinating and implementing local exhibitions and events.
- δ Execution of BTL schemes Pan India
- δ In shop branding & training ISP's on store merchandising.
- δ Gathering feedback on the activities and analyzing ROI.
- δ Market visit to analyze BTL activities of competitors.
- δ Online promotions through direct mail & social networking site.

ATL Activities

- δ Developing creative for Av and Ad. Films.
- δ Press releases
- δ Coordinating with agencies for effective implementation of ATL activities.

ACADEMIC CREDENTIALS :

1. B A Pass Delhi University Graduation (2007)
2. SENIOR SECONDARY SCHOOL (OPEN SCHOOL) (2004)
3. SECONDARY SCHOOL 1993 (UP)
4. One Year Diploma in 'Computer Operating & Graphic Designing'
From .VICE (Vivekananda Institute of Computer Education) Karol Bag, Delhi.

COMPUTER SKILLS :

1. Coral draw , Photoshop , illustrator, freehand
2. Microsoft Office 2000, 2007 & XP Professional.
3. MSN, SKYPE, VOIP BUSTER

CAREER GLIMPSES :

ORGANISATION : Utkal Hospital , Bhubaneswar

JOB TITLE : Manager Branding ; Business Development

PERIOD :28 July 2023 till now

ORGANISATION : DeCure – A Multispecialty Clinic , GURUGRAM

JOB TITLE : Business Development Manager

PERIOD : 1st December 2020 – 15 July 2023

ORGANISATION : JayPee Hospital,

JOB TITLE : Sr. Visualizer Creative Marketing Branding Manager

PERIOD : 1st November 2016- 21 November 2020

ORGANISATION : Earth Infrastructure Limited
JOB TITLE : Senior Sales Manager
PERIOD : 16 march 2013 – 31 October 2016

ORGANISATION : IVK mobile Solution (P) Limited,
JOB TITLE : brand manager
PERIOD : 1st February 2012 – 30 January 2013

ORGANISATION : Milagros Business and Knowledge Solution (P) Limited,
JOB TITLE : Asst Manager BTL Marketing Activation in our Human Tech CDIT
PERIOD : 28th October 2011- 31 January 2011

ORGANISATION : Haier Telecom (I) P. Limited (Olive Telecom)
JOB TITLE : Assistant Manager (Marcom)
PERIOD : 12th December 2006 – 30 September 2011

PERSONAL DETAILS:

DATE OF BIRTH : 1st July 1979
SEX : Male
MARRITAL STATUS : Married
LANGUAGE LITERACY : Read / Write / Speak:
English, Hindi fluent
NATIONALITY : Indian
CONTACT DETAILS : house no E -483/A, streets no 22,
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Dated