

SARANG JOSHI

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Core Strengths:

- Media Relations
- Liasoning
- Content Writing
- Presentations
- Event Management

Work Experience:**Signpost India Pvt. Ltd. (FKA Cartel Outdoor Advertising Pvt. Ltd.) : 9th Jan 2012 till date**Designation: Manager - Client RelationsLocation: Nashik**Responsibilities:**

- Liasoning with various Government Departments
- Servicing Existing Clients through media planning, pitching new clients and giving them 360 degree communication solutions for ATL & BTL activities as per their communication needs
- Maintaining cordial relations with clients
- New media development.
- Handling operations & client servicing for ATL & BTL activities.
- Vendor development and management.
- Client relationship management.
- Getting more revenue opportunities from existing clients.

Aircel Ltd.: From 25th November 2009 to 7th Jan2012Designation: Assistant Manager - MarketingDepartment: Marketing Communications (MARCOM)Location: North Maharashtra H.Q.: Nashik**Responsibilities:**

- Media planning and buying
- Liaison with various Govt. departments.
- Maintaining relationships with media - print and electronic and using it for organization's benefit
- Managing Press Conferences and overseeing & ensuring impactful and positive coverage
- Writing press releases / news briefs in vernacular and English language
- Managing retail brand visibility and product communication across the region
- Briefing agencies for creatives for various marcom collaterals.
- Taking care of all BTL activities across the region for increasing footfall at the COCO stores

- Handling BTL activities for Value Added Services (VAS)
- Managing all kind of outdoors
- Preparation of preliminary quotations, cost & budget proposal & execution of all kinds of BTL activities (Road shows, Van Promotions, Village Promotions)
- Managing field marketing budgets
- Vendor development and management
- Handling loyalty & delight programs
- Tracking Competition.

Achievements:

- Successfully launched many large and small towns including Nagpur.
- Got some key outdoors from competition.
- Revamped brand visibility to reach new heights across North Maharashtra.
- Successfully handled BLYK promotions in Pune.

Bharti Airtel Ltd.: From 28th Sep. 2004 to 23rd Nov 2009.

Designation: Sr. Executive - Marcom

Department: Marketing Communications (MARCOM)

Responsibilities:

Same as above

Location: North Maharashtra (5 districts), H.Q.: Nashik from 17th Nov to 24th November 2009.

Area Handled: Entire Vidarbha (11 Districts), H. Q.: Nagpur. From 28th SEPT 04 to 16th November 08.
North Maharashtra (9 Districts), H. Q.: Nashik. From 17th November 08 to 24th November 09.

Achievements:

- Letter of Appreciation for the year 04-05, by COO
- Letter of Appreciation from COO for quarter ended on March 06
- Letter of Appreciation from COO for Quarter Ended on march 07

Hindustan Lever Ltd.: from 28th May 2003 to 27th September 2004

Designation: Trainee Territory Sales In charge (TTSI)

Division: Confectionery.

Area Handled: Half of Vidarbha

Responsibilities:

- Infrastructure planning and distribution management.
- Distributor administration, follow up & achieving primary and secondary targets.
- Distributor and salesman training, up gradation and motivation.
- Brand propaganda and promotions.

- Sales planning & innovation towards making the company achieve a profitable growth.

Projects during M.B.A.:

1) Hindustan Lever Limited.

Title: - Study of the efficiency of distribution network of HLL Beverages in comparison with other popular brands.

2) Hindustan Coca-Cola Marketing Company Private Limited.

Title: Study of performance of trade promotion schemes and new product launch at Hindustan Coca-Cola Marketing Company Pvt. Ltd.

Professional Qualification:

B.Com: Bytco College, Nasik Road. Pune University.

MBA (Marketing) -Sinhgad Institute of Management, Pune University.

CO-Curricular activities:

> In the year 2000-2001, I was the University Representative for my college.

> NCC 'C' Certificate.

Personal: -

DOB: - Feb. 07, 1980.

Marital Status: - Married.

Sarang Joshi.