

## **CURRICULUM VITAE**

**ASHISH P. ATALKAR**

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Plot no. 81/A, Borgaon Gorewada

Road, P/o Katol Road Colony,

Nagpur- 440013

### **CAREER OBJECTIVE**

To work with an organization which offering a **responsible, challenging, and creative work** Profile By the Help of own “**KSA’s**” (Knowledge, Skills, and Abilities) and do “**SMART**” Work for Conducting Better Work culture and a continue **learning environment**. Seeking the position where I would learn new things and **utilized** my **Skills** and **abilities**.

### **WORK EXPERIENCE**

➤ Working for Dixcy Textiles Pvt. Ltd.

The logo for Dixcy Textiles Pvt. Ltd. is a red rectangle with the word "DIXCY" in white, bold, sans-serif capital letters.

### **SUMMARY**

**Designation** : Visual Merchandiser / Sr. Executive – (Marketing & Branding)

**Duration** : August 2018 to Present

**Job Location** : Nagpur Region

**Area Covered:** East Maharashtra

### **Job Responsibility:**

- Responsible for monitoring of all the outdoor / Inshop (BTL) activities from project initialization to completion in the assigned area.
- Responsible for follow ups with respective vendors and complete the assigned BTL activity and send proof of completion.
- Identify new vendors for outdoor activities in the assigned area and find out their capability & capacity to do our work by visiting to their work place.
- Based on the BTL activity list, follow up with respective vendors and ensure the work is done in a reasonable TAT. Qualitatively & cost effectively. Responsible for finding out new source of outdoor.
- Ensure the work is done according to the specification  
“Responsible to report to HO on competitor activities in related to their outdoor promotional activities”
- Advertisement media and report to HO on the possibility of implementing the same.
- Market visit for understanding the competitive scenario and put together competitor mapping.

➤ Worked for Idea Cellular Ltd.



**SUMMARY**

**Designation** : Zonal Brand Coordinator – (Marketing)

**Duration** : August 2015 to August 2018

**Job Location** : Nagpur Zone

**Area Covered:** Vidarbha

**Job Responsibility** :

- Contribute in achieving the Marketing objective of growing the visibility of the Brand in Market in their respective regions.
- Market visit for understanding the competitive scenario and put together competitor mapping
- Increasing and Maintaining the daily Market Visibility of the Zone through execution of visibility elements & Merchandising Team.
- Execution of Outdoor Visibility through Hoarding, Signage, Wall painting across the Zone.
- Innovation & Execution of ATL / BTL activities for the Zone on monthly basis.
- Liaising with Government for Administrative Work regarding Company Activity.
- Handling Promotional Activities and Internal & External communication for the zone.
- Proper utilization of Zonal Marcom budget by maintaining balanced mix of all Marcom elements for the Zone.
- Understanding the need of the Zone in terms of Marcom support and Execution for the same.
- Set up a strong network of Vendors of Various specialties across the Zone so as to get the tasks done within given point of time.

➤ Worked for Selvel Media Services Pvt. Ltd.



**SUMMARY**

**Designation** : Marketing Consultant

**Duration** : January 2015 to August 2015

**Job Responsibility** :

**Job Location** : Nagpur

- Coordinating with the Assigned Advertising Agencies for Booking Enquiry, Negotiate Rate and Finalized, Scheduling and Implementing Advertising Campaigns.
- Prepare and Submit a Report for each Campaign to Upper Management. Maintaining Records of all the Communications from various Agencies.
- Liaising with Government and Quasi-government Organizations for Administrative Work regarding Company Activity.
- Monitoring Site Execution of Planned Activity & Checking & Maintaining Company's property, ensuring complete compliances of the Marketing of sites in Nagpur Region.

➤ Worked for Rudra Advertising Pvt. Ltd.



### **SUMMARY**

**Designation** : District Coordinator

**Duration** : November 2013 to December 2014

**Job Responsibility** :

**Job Location** : Nagpur & Amravati

- Looking after all Marketing Activity for the Client, Merchandising, Branding, Advertising Campaign, Trade Show etc. Vendors Management, Negotiation & Finalized Quotation.
- Execution of the Planned Marketing Activity, Ensuring timely implementation of the Program.
- Monitoring of Vodafone Paid Signage in Nagpur & Amravati Cities.
- Weekly Report Submitted to HO.

### **KEY ACHIEVEMENT**

✓ **Levi's Innerwear Brand Launch Event :-**

- Finalized Venue & Menu
- Set up of Stall with Mannequin & Sample of Product at Venue.
- On Ground Activation.
- Arrange Sales team & Distributer meet.
- Arranged Lighting lamp, puja materials etc. for Ganesh Vandana.
- Gift & samples arrangements for Guest.
- After Events, Mannequin & Samples Dispatch to HO.

✓ **Maharashtra Kushti Dangal sponsored by DIXCY & Organized by ZEE Marathi.**

- To get the Branding (Arch Gate ) in Main Entry Gate & in Indoor Stadium
- Set up of Stall with Sample of Product at the decent space for create Visibility.
- Coordinate with Zee Team to get the Passes to distribute the Distributor & Guest.
- Auto Branding Activity with Loudspeaker & Promoter.
- To play the Games with Customer & give it the Entry Pass to Winner
- To get the Feedback from Audience & Buyer at the Stall about the Product & Brand.

✓ **IDEA 4G & U900 spectrum Launched in Vidarbha Region :-**

- On Ground Activation.
- Arranged Distributor meet & Retailer Meet in 5 star Hotels.
- Market Storming Activity.
- Mall Activity
- Cantor Activity
- College Activity
- Canopy & Gazebo Activity
- Organized Rally with 100 Bikes & 1 Cantor,
- Liaising with Government Department for Necessary permission.
- Create Brand Awareness through Signage's, OOH Campaigns and POSM.

***EXTRA CURRICULAM ACTIVITY***

- Contributed at LANDLORDPEOPLE.COM present by PROPERTY BAZAR 2010
- Sales Promotion by ADMARK Event (I) Pvt. Ltd.
- Sales Promotion by ITC Ltd

***PROJECT***

“Analysis & Interpretation of Financial Statements of AXIS BANK LTD”.

***SELF ASSESSMENT***

- **Nature** :- Highly Energetic, Quickly Adaptive, Creative & Responsible.
- **Strength** :- Good Communication Skills, Leadership Quality, Punctual.

***SOFTWARE SKIL***

- Basics of Computers & Internet, MS Office 2000, Core & Advance JAVA

**EDUCATIONAL BACKGROUND**

<i>Examination</i>	<i>Discipline/ Specialization</i>	<i>School / College</i>	<i>Board/ University</i>	<i>Year of passing</i>	<i>Div</i>
M.B.A.	Marketing & Finance	DMSR, Tirpude College of Social Work, Nagpur	Nagpur University	2012	II
B.Sc.	Computer Science	Hislop College, Nagpur	Nagpur University	2009	III
H.S.C.	Science Stream	Tidke Jr.College, Nagpur	M.S.B.T.E.	2004	II
S.S.C.	S.S.C.	Tilak Vidhyalay High School, Nagpur	M.S.B.T.E.	2002	II

**PERSONAL PROFILE**

- **Name** - Ashish Prabhakar Atalkar
- **Father's Name** - Late Shri. Prabhakar G. Atalkar
- **Date of Birth** - 16<sup>th</sup> August 1984
- **Sex** - Male
- **Marital Status** - Married
- **Nationality** - Indian
- **Religion** - Hindu
- **Languages Known** - English, Hindi, & Marathi

**DECLARATION:**

I hereby declare that the above mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above mentioned particulars.

**Place:** Nagpur

**Date:**

**Ashish Atalkar**