



# A K RAM KUMAR

## MARKETING & EVENT MANAGEMENT PROFESIONAL

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Marketing and Event Management professional offering experience in progressively responsible areas of retail management and operations. Possess strategic planning, leadership, professional development. Also has exceptional marketing communication, analyzing and personal research abilities.

### Areas of Expertise

Client relationship Management ♦ Time Management ♦ Market Research & Analysis  
♦ Operations management ♦ Marketing & Event Management (Road-shows, Exhibitions, Stalls, Product Promotions)

### Key Attributes

Leadership Skills, People Management, Problem solving, Process Oriented, Innovative, Flexible, Capability to handle pressure, Target Oriented.

### Professional Overview

- ☞ Over 18 years' experience in marketing; event planning and customer service
- ☞ Inventive and unique ideas to present and articulate design concepts and event plans
- ☞ Specialist in the special events, multi-tasking, coordination and assisted meetings of producing and handling budgets
- ☞ Ability to Researches, analyzes, and monitors financial to capitalize on market opportunities
- ☞ Well-Experienced in a negotiating contracts, communicating; arranging and overseeing staff and handling budgets
- ☞ Excellent Interpersonal, leadership and organizational skills; Expert in Microsoft Windows applications
- ☞ Rapid learner able to grasp the new ideas, concepts. Dedicated attention to detail. Perform well in individual or team environment
- ☞ Active, self-motivated, determined and flexible
- ☞ Fluent in English, Hindi, Tamil & Malayalam

### Professional Qualification

**Freelancer – Event Specialist**

Oct 2020 –Till Date

**Associate Director – Business Development**

June 2019 – Sept 2020

Shobiz Experiential Communication Pvt Ltd

**Senior Account Manager – Brand Activation**

Sep 2008 – May 2019

Wizcraft International Entertainment Pvt Ltd

**Assistant Manager**

End to End Marketing Solutions (P) Ltd

Jun 2004 – Sep 2008

**Customer Care Executive**

Reliance World (formerly Reliance Web World)

Feb 2003 – Jun 2004

**Customer Service Representative - (Retail)**

Arvind Brands Ltd

Jun 2001 – Jan 2003

**Accountabilities**

- Marketing and Event management using strategic measures and marketing plans
- Create and develop successful and effective marketing campaigns & Events like Seminars/Road shows/Training Programs for IT & Non IT Sector
- Identify trends and focus on demographics across local & national
- Manage and effectively use all resources available
- Implement new and creative marketing techniques, taking advantage of the newest in technology and tools for effective marketing management
- Develop and deliver presentations for client management and creation of event plans
- Utilize multi-level marketing techniques
- Coordinate with Vendors and getting required permission/ license for the events
- Make strategic decisions for clients regarding product launch, marketing & promotion products and services
- Handle overall operations & production onsite, venue layout planning
- Manage a group of associates and coordinate with third party vendors
- Generate MIS reports
- Supervise the team to improve the efficiency within the time frame
- Recruit, train and assess the performance of the employees

**Educational Credentials**

Bachelor of Arts Specialized in Economics from University of Madras- 2001

**Achievements**

- Organized the Sri Lanka Cricket – Music Concert held in Sri Lanka on 8th January 2011
- Organized the IPL opening Ceremony 2011 & Coordinating for the logistics of VVIP / Celebrities Guests.
- Organized wedding at Dubai & Coordinating for logistics of VVIP guests.
- Organized Celebrating Cognizant – HR Initiated activity across 10 cities for 2011, 2012 & 2013
- IIFA Awards 2015 (Malaysia) – Overall Security Head - Planning
- IIFA Utsavam 2016 (Hyderabad) - Overall Security Head – Planning
- Organized and Executed DEFEXPO 2018, Chennai
- Senior Project Manager – Tamil Nadu Global Investors Meet 2019
  - Overall planning & Execution

## **Awards**

- Awarded Wizcraft best project manager year 2013 -2014.
- Awarded Wizcraft All Rounder of the year 2015 – 2016
- Awarded Wizcraft Best Client Servicing 2017-2018

## **Personal Details**

**Date of Birth** 1<sup>st</sup> September 1980  
**Nationality** Indian  
**Passport Number** **M8469038**

## **Key Corporate Accounts Managed**

### **Corporate & IT Sector**

- CapitaLand
- Cognizant
- Saint Gobain
- BNY Mellon
- FSS (Financial Software Systems)
- Ford Global Technology & Business Center
- Danfoss
- Shell
- Atos Syntel
- Elgi Equipment
- Royal Enfield
- Eicher Motors

### **Government Sector**

- SIPCOT (State Industries Promotion Corporation of Tamil Nadu)
- TIDEL
- TICEL Bio Park Ltd
- Government of Tamil Nadu (Global Investors Meet)
- Tamil Nadu Guidance Bureau