

RESUME

SHREYAS SRIVASTAVA

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15th February 1996

Male

Unmarried

India

EDUCATION:

<u>Year</u>	<u>Course</u>	<u>College</u>
2018	Post Graduate Diploma in Event Management (PGDEM)	National Institute of Event Management, Mumbai
2017	Bachelor of Arts	J.N.P.G.College,Lucknow
2013	ISC	SKD Academy,Lucknow
2011	ICSE	SKD Academy,Lucknow

CURRENT PROFILE:

- ❖ **Senior Executive – Cluster Marketing (UP/UK) at Landmark Group – Max Retail Division, Noida (UP)**

Base Location - Lucknow

(December 2023 – Present)

- Handling 27 stores from North Region for cities like Lucknow, Kanpur, Varanasi, Allahabad, Gorakhpur, Azamgarh, Dehradun, Haldwani, Haridwar, Rudrapur.
- Preparing Event Calendar & Event Report (Monthly/ Quarterly/ Yearly)
- Vendor Management (Concept/ Briefing/ Recce/ Negotiation/PO/Invoice)
- ATL, BTL Activities, OOH, Events Setup
- Co-ordination with HO / RO / RMM / RBH / TOM / Area Manager / VM / Store Managers / Store Staff / Mall Marketing.

- Doing NSO (New Store Open) Recce with the AM / VM. Making the Catchment Report / Launch Plan for the Launch Event. Getting the branding spaces for Visibility and Awareness.
- Making & Implementation of the Festive/Season Plans like Holi / Eid / EOSS / Diwali
- Digital Marketing (Dark Post / Social Media City Pages / Influencer Activity / Whatsapp Burst / SMS Blast)
- Co-ordination with Media Partners (Radio) for Events & Promotions
- Show Running (Setup/ Artist/ Console/ Promoters/ Showflow)
- Collab with the Alliances for the sponsorship in the Events
- Planning the Events based on the Data Analysis on LFL growth/degrowth with respect to FF / ACM / Conversion / Sale / NOI / BS.
- Presenting the ACS every week in WBR Meeting. Doing discussions on weekly growth/degrowth and giving ACS target to the Store Managers for next week. ACS – Max Buddy / Max Buddy Self Checkout / NPS / Elite Enrollment / Grass Root Calling / Green POS / LMG Fest / Digital Invoice / GMB review
- Data Analysis on the reports comes from HO and sharing it with 90 stores of the North Region with the Top and Bottom category of Stores / AM / Marketing.
- Doing Audits on visiting Stores and detect the problems related to Store Radio / Store FF Machine / CCTV
- Dealing with the Commercial team in HO for the Vendor payments by raising PO ticket and submitting the Invoices for each and every activity
- Tracking the Competition Activities on Monthly basis like what other have done related to Offers and Promotions, Branding, Print Media, etc.

PAST PROFILE:

❖ Senior Executive – Marketing at Shalimar Gateway Mall (Shalimar Malls Pvt Ltd), Lucknow.

(April 2023 – October 2023)

- Event Calendar & Event Report (Monthly/ Quarterly/ Yearly)
- Vendor Management (Concept/ Briefing/ Recce/ Negotiation)
- ATL, BTL, OOH, Events Setup
- Co-ordination with Retailers/ Store Managers/ Operations Team/Mall Staff
- Tie-ups with Schools/ Colleges/ RWA
- Co-ordination with Media Partners (News/ Radio) for Events & Promotions
- Co-ordination with PR Agency/ Event Agency/ Creative Agency/ Social Media Marketing Agency
- Handling Artists & Social Media Influencers (Barter/ Paid)
- Show Running (Setup/ Artist/ Console/ Promoters/ Showflow)
- Collaborate with other Companies/ Brands/ Groups as a Venue Partner for their Events
- Promotion of Events through Whatsapp Blast, SMS, E-mailers, Social Media platform, Newspaper, Promoter Activities, Customer's feedback, etc.
- Ideation to increase the footfall and creating awareness about the mall with respect to increasing the Mall business
- Content making for creatives
- Taking approvals on the cost and closing the Event
- Customer data management through the Events & Activities done

❖ **Client Servicing & Operations Executive at Engage 4 Events, Mumbai.**

(July 2022 – April 2023)

Experienced in handling the BTL Brandings ,Stall Fabrication for Expo, Physical and Virtual Events for various sectors like Real Estate, Beauty Essentials, Pharmaceuticals and many more. I have worked for various companies like Kalpataru Limited, Piramal Realty, House of Hiranandani, Cipla, Smith & Nephew, L&T, Olivia, Byte Dance, Ceat Tyres, LS Cables and many more.

SOME OF THE PROJECTS -

ISGCON 2023

Reliance Life Sciences

Stall Fabrication for Reliance Life Sciences at ISGCON 2023, Jaipur

APSICON 2022, AMRITSAR

Smith & Nephew

Satll Fabrication done for Smith & Nephew at APSICON 2022, Amritsar

Cipla -

Cipla ISCKRS Event for Oncology Division in Lucknow, Kolkata, Patna, Hyderabad.

SURGE EVENT, JAIPUR - An Event for Marketing Employees for various divisions.

❖ **Client Servicing & Operations Executive at Radical Concepts & Events, Mumbai.**

(March 2019 – June 2022)

SOME OF THE PROJECTS -

House of Hiranandani -

Site branding done for Hiranandani Kandivali site.

Diwali decor and Sales office Branding for Hiranandani Kandivali site.

Kalpataru Limited -

Site Branding for Kalpataru Woodsville, Chandiwali.

Site Branding for Kalpataru Elitus, Mulund.

Site Branding for Kalpataru Paramount, Thane.

Site Branding for Kalpataru Srishti, Mira Road.

Sales Office Branding for Kalpataru Paramount, Parkcity, Avana, etc

**SOME OF THE WORK EXPERIENCE IN CORPORATE / REALITY SHOWS
/ AWARD SHOWS / BTL BRANDING :**

<u>EVENTS</u>	<u>WORK PROFILE</u>
The Voice Kids Auditions 2017 by Passion Redefined at P3 Studio, Malad(W), Mumbai.	<ul style="list-style-type: none"> • Participant Management
Dance India Dance - Season-6 (Mumbai) by Essel Vision at Reliance Media Works, FilmCity, Goregaon(E), Mumbai.	<ul style="list-style-type: none"> • Participant Management • Overall Co-ordination • Runner
The Big Shot National Photography Contest 2017 at Club Mahindra, Lonavala.	<ul style="list-style-type: none"> • Artist Management • Production • Backstage
Religious Meet “SADGURU” at NSCI DOME, Mumbai.	<ul style="list-style-type: none"> • Crowd Management • Client Servicing
The Guest List Festival-Hardwell Concert at D.Y. Patil Stadium, Navi Mumbai.	<ul style="list-style-type: none"> • Production • Crowd Management
RYAN School Camp-2018 at The Deltin, Daman by KYC Events. (1 Month)	<ul style="list-style-type: none"> • Food & Beverages
Riddhi Beauty Exhibition at Param Keshav Baug, Mumbai.	<ul style="list-style-type: none"> • Overall Coordination • Marketing
Star Sports Event (Anil Kumble & Harbhajan Singh) at St. Regis Hotel, Mumbai by Fountain Head.	<ul style="list-style-type: none"> • Production
ARC Cipla Event at Jio World Centre, Mumbai by Engage 4 Events.	<ul style="list-style-type: none"> • Console handling
ASCKRS Cipla at Hyatt Regency, Lucknow by Engage 4 Events.	<ul style="list-style-type: none"> • Console handling
Cipla SURGE at Jaipur Marriott, Jaipur by Radical Concepts and Events.	<ul style="list-style-type: none"> • Production and Client Servicing

- Experience in handling the **Destination Weddings PAN India** in terms of Production, Planning, F&B, Logistics, Hospitality and Invites.

WORK EXPERIENCE IN MEDIA EVENTS:

a) Theatre Festivals (2014-present)-

- Production
- Artist Management
- Decoration
- Creative Team
- Assistant of Lightman
- Acting
- Writing
- Direction

b) Filmmaking (2016 - Present)-

- Acted in few short films
 - Written 3 short films
 - Directed 3 short films
 - Ad shoot
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SKILLS AND COMPETENCES:

LANGUAGE SPOKEN	English and Hindi
CREATIVE SKILLS	Marketing Activities, Marketing Research, Branding & Promotion, Budgeting
ORGANISATIONAL SKILLS	Leading and Convincing capabilities, Team handling skills
SOCIAL SKILLS	Good Listener, Socially active

(SHREYAS SRIVASTAVA)