



SAMEER SETH

Marketing Specialist

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- Drumrollsplease.com
- 21ST SEP 1983

ENGINEER by Directive
B.Tech (UPTU). 2005

MARKETER by Choice
MBA (CMJ Univ). 2012

INDUSTRY & TECHNOLOGY

IT

Cloud, Network, Security, Mobile, AI, ML, Infra & Services

TELECOM

Cloud, Security, Network, Mobile, IP

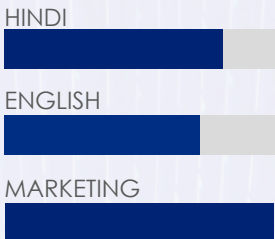
RETAIL

E-Commerce, ERP, POS, Apps

EDUCATION

Mobile Apps, ERP

LANGUAGES



ABOUT ME

Creating #Stories.
Building #Excitement.
Generating #Attention
Making you #Matter
"I am the one who plays Drum Rolls"

16 91 57 21

Years of Experience Events Managed Products Launched Brands Revamped

\$ 2M

ANNUAL BUDGET MANAGED

PRODUCT PROMOTION PLATFORM

77%

BRAND POSITION GROWTH

NEW MEDIA CONTENT CX

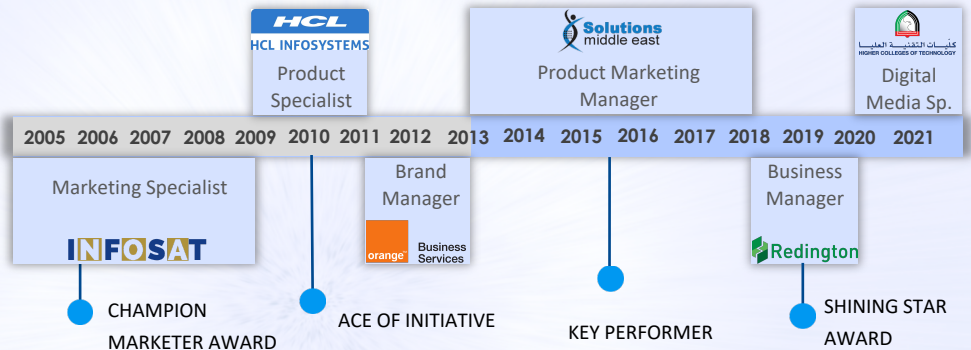
39%

LEAD GEN GROWTH

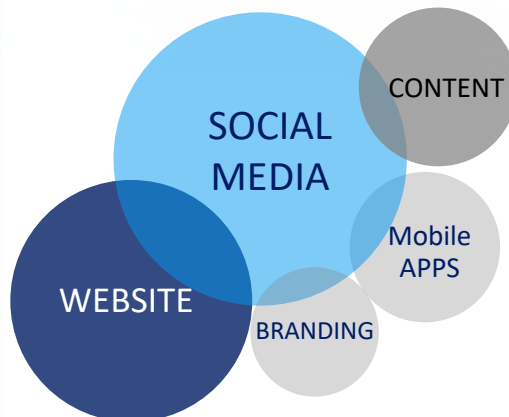
ONLINE OFFLINE PARTNERSHIPS

CAREER TIMELINE

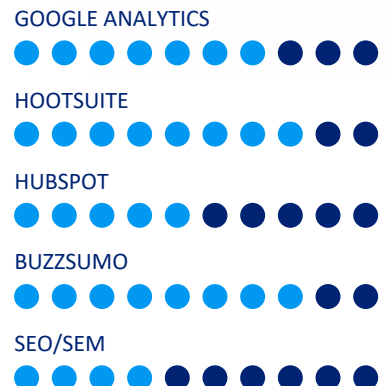
INDIA UAE



EXPERTISE



SKILLS



EXPERIENCE SPECTRUM



- **71** Brands Managed
- Incubation, Student Life & Industry Engagement
- B2B & B2C



- **11** Brands Managed
- Cloud, CyberSecurity, Network
- B2B



- **9** Brands Managed
- IT Infra, IT Software, Network, Mobile
- B2B



- **12** Brands Managed
- Telecom, Network, Cybersecurity
- B2B & B2C



- **3** Brands Managed
- IT Infra, IT Software
- B2B & B2C




- **7** Brands Managed
- Telecom, Network, ERP
- B2B & B2C

SIGNIFICANT ACHIEVEMENTS

 **60+ Startups Launched & Promoted in HCT**
Startup Bootcamps, Accelerators, Entrepreneurship Talks, Industry Engagements & Promotions.

 **HCT Alumni Mobile App Conceptualized & Designed.**

 **Built Cloud & Cloud Security business division for Redington Gulf**
Content, Microsite, Channel & Vendor Collaborations, Product Launch Events.

 **Managed Brand Advertisements & Launch for HCL new products**
Research, Awareness, Story, Content, Meet, Launch, Community engagement & Feedback

 **E-Commerce, Website launch, Consumer Campaigns & Sponsorships**
to achieve 201% ROI in INFOSAT.

CERTIFICATIONS



Digital Marketing



Social Media



Creative Writing