



ARGHYA SAHA


Dream | Believe | Pursue | Achieve


ABOUT ME

Hey, you're hearing from a Double Masters from Mumbai university & MBA(Business Analytics) from IMT, Ghaziabad who happens to be highly invested in the field of Events (ATL & BTL, MICE), Brand Strategies, Marketing & Communications, Business & Project Specialist. Despite growing in the traditional culture of education, I found my calling in art and creativity since my teenage where I started pursuing my passion - Videography, Photography, Travelling & Singing.

I am passionate about creating concepts that find artistic and simple solutions to complex problems. I strive to make people fall in love with ideas that relate to them on a personal level, that bring change, that disrupt the acceptance of status quo when it comes to creating strategies engrave the brand in its audiences' heart.

I am an extreme Extrovert with Galaxy of Enthusiasm

+91 - 9811722968 

arghya.sunny@gmail.com 

[LinkedIn Profile](#)



EDUCATION

(2019 - 2021) Executive MBA in Business Analytics from IMT, Ghaziabad

(2015 - 2017) Masters in Mass Communication & Journalism from KC College, Mumbai University, 72%

(2012 - 2015) Bachelors in Journalism & Mass Communication from Trinity Institute of Professional Studies, IP University, 78% Overall

EXPERIENCES

TZS Digital (June 2021-Aug 2021)

Group Account Manager - Client Servicing

- Looking after clients like Priyagold, Scala Digital Signages (APAC) region, SaveIN App, IFANGlobal, Modular Infratech, Pharma Solutions (UAE), Fasttrack Solutions (UAE), and doing there DM + Ad campaigns
- Handling a team of 3 Account Managers and overseeing all projects and reports.
- Creating strategies for the existing clients and also for the clients where pitching.
- Supervising Video and Audio+UI/UX Content Development for several projects and websites/app development

Marque Marketing Services Pvt. Ltd. (May 2019 - Jan 2021)

Assistant Manager - Client Servicing

Microsoft - Handled complete yearly program for

Microsoft for all its partners in all sectors from end-to-end.

- Annual Conferences & All Virtual Events
- Response Management & Reports

Adobe - Managing quarterly activation & events for

Adobe & Ingram Micro generating new customers & leads

SERB - Exhibitions, Conferences, Office Branding, Interior Designing

- Website & App Development
- Social Media enhancement through strategies and ad campaigns
- Creative designing
- Brochure & Booklet designing

The Yellow Stage (May 2018 - May 2019)

Assistant Manager - Client Servicing & Operations

Harley Davidson - Curated and handled completely all the National & Zonal Rallies, Bike Launch, Press Launch, Activations, Etc

RayBan - Activations, Stalls, Exhibitions, etc

Oakley - Activations, Stalls, Launch Events, etc

Luxxotica - Annual Conferences, Activations, etc



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Schneider Electric - Product Launches, Activations, Etc

BMW Motarrad - Store Launch, Store Anniversaries, Bike Launches, Factory Launches, Etc.

Mad Kind Beer - PR Activations, Pub activities, Content And Brand Design, Product Launches, Gift Hampers curations, etc

Mame Khan Music (April 2017 - April 2018)

Artist Manager - Client Servicing & Operations

Artist Presence over Television, Radio, Newspapers, Social Media, etc & Social Media postings and Management

Event booking, Logistics Planning, Team Management of 14 members, Admin work, Payments, etc

Handled Projects like NH7 Weekender, Bollywood Music Project, done programming at Socials - Mumbai, Delhi, Bangalore, Blue Frog Bangalore, Advertisement for O General TV Commercial, New Songs with Salim Sulaiman, Shaan, Shankar Mahadevan, Harshdeep Kaur, etc.

Video & Audio Production - Supervisor

Internships/Projects/Freelancing

1. **Worked as an Intern in Tricolor Schauspiel India Pvt. Ltd. - Production Department for 2 Months**
2. **Worked as an intern in INDIA TODAY Group(Magazine) - 1 Month (All Departments)**
3. **Worked as an Intern In AAJTAK - 1 Month (Rundown And Packaging Department)**
4. **Worked as an Intern In NEWS X News Channel - Assignment Desk for 1 Months**
5. **Worked as an Intern In Veer Arjun Newspaper - 2 Months (Assignment Desk)**
6. **Worked as an Intern in RASHTRIYA UJALA - Hindi Daily Newspaper (2 Months) All Depts.**
7. **Worked as an Intern in Synergy Public Relations - PR Agency - 1 Month**
8. **Into Events Since 5 years. Have supervised several events and conducted them too. Covered Several Events as a Photographer in Delhi and in Mumbai Itself.**



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KEY HIGHLIGHTS

6 years

of Curation, Designing, Ideating, Writing, Filmmaking, Experience, Planning & Management

2000+

Events, Promotions, Brand Enhancement Projects, Development of Programs

10+

films scripted, directed and edited

8+

Social Media Tools, Project Management Tools, Creative software skills

50+

 (Overall)

Clients handled till now

∞

pitch presentations

18+

Curated Large Format-Events