

# RESUME

**Name – Arghya Pradip Saha**  
**MALE, INDIAN**  
D.O.B: 10/01/1995

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## Objective

To pursue a job that offers rewarding challenges for growth and that makes a lasting contribution to my organization through my skills, experience and hard work.

## Education

- 2020-21 Pursued Executive MBA in **Business Analytics** from **IMT, Ghaziabad**
- 2015-17 Pursued **Masters in Communication And Journalism** from **KC College,** Mumbai University – MACJ with 78%
- 2012-15 Pursued Graduation (BJMC) from TRINITY INSTITUTE OF PROFESSIONAL STUDIES, GGS Indraprastha University. Passed 1<sup>st</sup> year with 81% and 2<sup>nd</sup> year with 86%. And 3<sup>rd</sup> Year – 80%
- 2012 St. Vivekananda School, D-Block, Anand Vihar (Science)Class XII(CBSE) – 70%
- 2010 St. Mary’s Christian Sr. Sec. School -- Class X(CBSE) – 8.6 CGPA

## Experience

### Full Time :-

1. Was working as an **Account Planner – Strategy & Planning** at **KAPS Advertising, Okhla, New Delhi** from **6<sup>th</sup> September** till **2<sup>nd</sup> November**
2. Worked as a **Group Accounts Manager – Client Servicing** at **TZS Digital, Noida** from **14<sup>th</sup> June** till **31<sup>st</sup> August 2021**
3. Worked as an **Associate Producer (Project supervisor and handling a team of 6 people)** at **Magical Theatre** from **19<sup>th</sup> January 2021** till **19<sup>th</sup> March 2021**
4. Worked as an **Assistant Manager – Client Servicing (Handling a team of 14 people)** at **Marque Marketing Services Pvt. Ltd.** from **May 2019** in New Delhi till **5<sup>th</sup> January 2021.**
5. Worked as an **Assistant Manager in Client Servicing and Operations (Handling a team of 5 people)** at **The Yellow Stage** from **May 2018** till **May 2019**
6. Worked as a **Manager of ‘Mame Khan’ – Coke Studio Singer** from **10<sup>th</sup> April 2017** to **1<sup>st</sup> April 2018. (Handling team of 16 members)**

## **Internships/Projects/Freelance work :-**

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.

## **Roles and Responsibilities**

### **KAPS Advertising**

- Strategy & Planning -
- Creative thinking
- Making creative presentations for pitching to new clients
- Making Pitch Presentations by utilizing the resources of the organisation
- Excellent written and spoken communication skills.
- Using research, both primary and secondary, to deliver true consumer insight and develop the brand strategy or campaign accordingly
- Was acting as a bridge between smart strategic thinking and great creative solutions.
- Able to develop ideas that successfully translate a client's brand and business requirements into marketing success stories, awards and case studies.
- Adapt at handling senior clientele and building strong relationships.
- Was responsible for driving revenue growth across a portfolio of brands
- Monitoring content across competitor brands on popular social platforms
- Build and mentor team members.
- A deep understanding and passion for digital marketing
- Running Ad Campaigns on Facebook., Instagram, Twitter & LinkedIN.
- Creating Marketing Campaigns by leveraging Radio, Ad, Television, Digital Platforms, etc

#### **Handling clients like:-**

American Express, Payback, Bharat Pay, Wellisair, etc.

#### **F&B clients:-**

Spice Market, Call Chhotu, In the Punjab, Yours Truly Butter Chicken, etc.

### **TZS Digital**

- **Creative Team:**
  - o Looking after the Design team and guiding them to their utmost efficiency in terms of designing, timeline and use of elements.
  - o How the brand guidelines needs to be followed to create out of the box creatives.
- **Client Servicing Team:**
  - o Looking after clients like Priyagold, Scala Digital Signages (APAC) region, SaveIN App, IFANglobal, Modular Infratech, Pharma Solutions (UAE), Fasttrack Solutions (UAE), Etc.

- Handling a team of 3 Account Managers and overseeing all projects and reports.
- Closely working with the content team to fetch fresh and nicer copies.
- Creating strategies for the existing clients and also for the clients where pitching.

## Magical Theatre

### - **Projection Mapping:**

- Looking after the content production in terms of Scripting, Storyline, concept and ideation and visual production and post production.
- Supervising Integration projects and getting UI/UX developed from vendors/IT associates keeping the client's requirement in mind and delivering it efficiently and at best cost
- Getting turn key projects and executing it end-to-end.
- Creating pitch presentations and decks for the tenders submitted for different governmental institutions
- Supervising all the design work needed for different types of projection mapping, light and sound shows, Multimedia panel Integrations, etc.

### - **Digital Marketing**

- Running Ad-campaigns on Facebook & Instagram for different liquor clients for their Social Media marketing
- Running CPE, CPV, CPM campaigns on Social media like Facebook & Instagram
- Developing new Social Media strategies for the client and creating pitch presentations.
- Keeping a check of all Social Media tasks to be delivered efficiently.
- Giving final approvals on the Copy and Designs of the creatives for Digital Platforms.
- Maintaining Social Media posting calendar of different liquor brands.
- Checking and supervising the efficiency of the complete team for seamless delivery of all tasks.

## Marque Marketing Services

### - **Microsoft**

- Looking after the Partner Enablement India platform of Microsoft.
- Handling trainings for different partners across industries and partners tied up with Microsoft.
- Looking after all the in-person Trainings, Events of Microsoft.
- Data management and response management is one of the key responsibilities.
- Managing and conducting Webinars and Virtual Events on ON24 Platform empaneled by Microsoft through Microsoft and for Microsoft
- Managing large format projects like Sales & Marketing Day, Commercial Licensing Roadshow, and similar conferences in terms of Hotel Booking(5 Star), Response management, EDM ideation & creation, driving registrations, Creatives for the event, fabrication, and logistics planning for the event single handedly.
- Single handedly managing all the Virtual Events on different platforms like Teams Meeting, Teams Live, Teams Class and ON24 – Simu-live Events.
- Quality Checking eDMs w.r.t. Copy, Layout, Microsoft Guidelines and Compliances.
- Managing End-to-End coordination with ON24 team for the development and designing of the platform for the Virtual Events.
- Getting proper edits done of the videos shared by Speakers
- Coordinating with Internal Microsoft Teams like MSC, MOC, Etc.
- Program Management

- **Adobe**
  - Creating events and training session virtually and in-person for Adobe partners.
  - Procurement management
  - Activations
  - Merchandising
  - Driving lead generation activities with partners of Adobe across India in various cities including branding as well at the venue.
  - Program management
  
- **SERB – Science & Engineering Research Board**
  - Conceptualizing creatives for Newspaper Ad, Brochures, etc
  - Execution of Stalls at various Exhibitions – PAN India
  - Printing and Merchandise procurement
  - Content/Copy – Proofreading
  - Making sure that there is no mistake happening during any execution of other projects where other vendors are involved
  - Website development
  - Content check of the books of SERB
  - Developing and conceptualizing the SERB – Accelerate Vigyan Website – Copy checking, checking Portal process and responses through the system, etc
  - Supervising the development of Android and IOS Application.
  - Interior Branding of the new office space with new creatives

## **The Yellow Stage**

- Making pitch presentations as per the brief shared by the client
- Making proposal presentation
- Making commercials(IP) for the client
- Looking after the creatives and design of the set up to meet the client’s requirements.
- Making PES(Project Estimate) in terms of cost including each and every element involved in the project.
- Sitting with the 3D team to be on the same page in terms of design and set up
- Sitting with the 2D creative team for the EDMs, and other creatives by keeping the brand guidelines in mind.
- Handling Artistes for projects.
- Logistics planning of the internal team and artists as well.
- Advancements of artists as per requirements.
- Overlooking the set up during the production and execution phase.
- Monitoring sub ordinates and helping them get things closed.
- Maintaining a proper excel sheet with all the elements – Check list/Element sheet
- Making Print/Creative list as per the project
- Was looking after the complete Branding, Promotions, Pub engagements, Projects for a newly launched beer called Mad King.

### **Projects handled:-**

- India HOG Rally 2019 – Harley Davidson’s national rally which happens every year in Goa.
- BMW Motorrad Launch – Launch of BMW 310 GS and 310 R on 18<sup>th</sup> July 2018.
- BMW Motorrad Showroom launch – Same bikes were again revealed in the showroom with proper set up and presentations which took place.
- Luxottica Annual Sales conference 2019 – Happened in Westin Sohna with Watch out screen server And based on Army theme.

- Handled programming, branding, projects, pub engagements and other projects for a newly launched beer called 'Mad King.'
- Worked for the activation of Oakley Sunglasses in Airtel Marathon Run in Delhi, Kolkata, Mumbai and Bangalore where we transformed a container into a massive set up.
- Worked for Schneider Electric's partner's meet and one exhibition stall in Mumbai.

## **Mame Khan**

- Daily social media posts
- Getting Events, Gigs for Mame Khan and Band
- Handling clients in terms of Negotiations, closing of the booking and advancements of the particular bookings as and when required accordingly.
- Maintaining proper excel sheets of all the clients with their events and contact details
- Working as his PR manager as well by pitching and getting coverage over newspapers and magazines for him.
- Maintaining accounts – Inflow and outflow
- Maintaining the Team sheet with their salary, dues, payments, leaves, etc
- Submission of GST online
- Logistics planning for the team
- Making contracts of projects for the collaborations done by Mame Khan and collaborator accordingly.
- Making business plans, marketing strategy on Social Media as well as incorporating strategies into projects so as to result in more and more events and gigs.
- Used to do programming of Mame Khan with prestigious venues like Blue Frog, Bangalore, Socials Republic, Mumbai, Socials – Hauz Khas, Hard Rock Café, Etc.
- Coordinating daily schedule, meetings, recordings, shoots, etc and plan logistics and travel.
- Establishing professional relationships with Industry people and organizations and clients ofcourse.
- Managing all Social Media Platforms – Facebook, Twitter, Instagram, Etc. (All accounts are verified)
- Setting daily goals for the team having 12 members including Mame Khan
- Rehearsal planning and execution.
- Leading the team in the right way and assisting new team members to cope up with the tight schedule of the event industry.
- Crisis management is my forte with problem solving skills which helped me deal the team in a better way.
- Used to make creatives, branding for Mame Khan for all social media platforms.
- Used to shoot and edit videos of Mame Khan's show to upload on Youtube as and when required.
- Transferring salary to team members and maintaining their TDS deductions and submissions.

### **Projects handled:-**

- Have done programming for Blue Frog, Bangalore, Socials across Metro cities – Working closely with the venue team for the ticket sales planning, costings, sales, logistics, etc.
- Programmed gigs like NH 7 – Weekender 2017, Pune for Mame Khan and Nooran Sisters with all their branding and promotions.
- Collaborated with Artists like Salim- Sulaiman and Shaan for projects like McDowell's No 1 Yaari.
- Collaborated with Harshdeep Kaur for the song 'Rab Jogi' sung by Mame Khan and Harshdeep. Looked after all the programming, planning, shoot requirements, permissions, etc.
- A project called 'Laal Peeli Ankhian,' a song sung and composed by Mame Khan was completely driven by me in terms of recording, arrangements, shoots, planning, artists, logistics, permissions, production, post production, etc.

## Functional Exposure

OPERATING SYSTEMS	Mac OSX, Windows 10, Linux,
APPLICATIONS	MS WORD, MS POWEPOINT, MS EXCEL
OTHER SOFTWARES	ADOBE PREMIERE PRO, ADOBE PHOTOSHOP (Basic Only), ADOBE LIGHTROOM, Coral Draw, Quark Express, Page Maker, C++  Velocity, FCP, Octopus, Etc

## Achievements and Extra - Curricular Activities

- a) School level – Singing, Acting, Volleyball
- b) College level- Painting, Photography, active participant in various photography exhibitions, Singing Competitions, Painting Competitions, etc
- c) Participated in various other photography Competitions
- d) Participated in inter house street play competition during schooling.
- e) Attended Art exhibitions and done still photography. Skilled in Photoshoot as a photographer and have shot and directed several short films during graduation.

## Key Skills

- Management & Planning
- Solution Oriented
- Time & People management
- Business acumen
- Strong hold in communication with detailed approach
- Process oriented
- An initiator with proactiveness
- Analytical ability
- Presentation skills
- Training & Development
- Stakeholder management

## Personal Information

I am conversant with *English, Hindi and Bengali*.

My hobbies include Photography, listening music, Singing, Acting, Direction, Videography, Watching Movies, etc

Personal Information: -

FATHER'S NAME : Mr. Nirmalendu Saha  
MOTHER'S NAME : Mrs. Swapna saha  
HOMETOWN : New Delhi  
NATIONALITY : Indian  
MARITAL STATUS : Single  
RELIGION : Hindu  
LANGUAGES KNOWN : English, Hindi and Bengali

DECLARATION:

I hereby declare that all the information mentioned above is true to the best of my knowledge.

**Place:** Mumbai

**Date:**

**(Arghya Pradip Saha)**