

# Prashant Nandy

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Location: Talaja MIDC  
Navi Mumbai

## Career Objective

To be a top leader in the field of Marketing, Social media and Events Industry as a seasoned and skillful Manager with 5+ years of progressive experience as a freelancer and on project basis managing diverse Campaigns and Events along with providing key support to clients and upper management. A joyful passionate person with interpersonal and analytical abilities and a flair for increasing agency's cohesiveness and profitability through *brand-strategy conceptualization, sponsorship, creative supervision, revenue generation, social media promotion, innovative merchandising and employee engagement*. Possesses dynamic entrepreneurship abilities to increase business, critically evaluate and respond to the rapidly evolving marketing and Social Media space. Utilize team player expertise to align 360 campaigns with organizational goals, fostering mutual development and brand growth.

## Education

Master of Business Administration in Event Management and PR  
Bharathiar University  
2016-17

Bachelor of Technology in Computer Science, Biju Pattnaik University, Orissa,  
2013-14

## Additional Skills

- Researching and Analytical
- Self-Motivating
- Photography
- M.S Office
- Vectorator
- Corel Draw Basics
- Music Composition
- Team Player
- Adaptability

## Professional Experience

### ***Ventures Advertising Pvt. Ltd., Mumbai, India*** ***Account Manager, February – December 2019***

Handling pitches for Govt. e-Tenders (company's business model)  
Client Servicing (Social Media): NMMC, DGIPR, SMC, IGPC (IIMA), SIDBI, NMIMS and JKSC  
Event Executed: Spearheaded Mahalaxmi Saras Navi Mumbai 2019 (client MSRLM)  
Working closely with the Associate V.P in achieving revenue targets of the department. Creation and Monitoring social media campaigns along with an executive and an intern starting from the concept to creatives and execution.

### ***The Think Tank Entertainment, Mumbai, India*** ***Head Events, July 2018 – January 2019***

Overall handling and managing event projects independently leading a core team of four people and two interns.  
Over all brainstorming process and closely monitoring the concept deck creation as per client brief.  
Supervising the creation and development of the 3D renders for the specific stage / stall design as per concept.  
Concept Deck Presentation  
Approvals to generate the work order and client servicing.  
Creative Deck supervision for the campaign and event.  
Event Floor Plan Creation and print creative supervision.  
Delegating responsibilities to the team, planning production and over all management.  
Vendor closures and payment terms approvals.  
Promotion of the event across the digital platforms.  
Planning the event and managing execution.  
Approving post event articles, social media content (photos / creative/ posts) for websites and various platforms.  
Support close communication with the Business Development director in looking out for new client prospects.

### ***Crayons Communications, Mumbai, India*** ***Manager Events, November 2016 – June 2018***

Event Conceptualization, management and handling the promotional campaigns of the existing clients of the firm.  
Creative Supervision  
Creation of the complete event flow as per timeline.  
Event travel booking and logistics planning.  
Event Revenue generation plan.  
Negotiation with the vendors for the best rates as per quality and sanction the purchase order.  
Maintain and updating the event budget spreadsheets for various projects.  
Signing of Agreement or event contract papers with authority artists or banquet managers after finalization.  
Supervision of the complete event production as per the approved concept and creatives.  
Artist Management  
Drafting post event reports and proposals.  
Support close communications with the Sr. Vice-President and the Client Servicing Director for existing client retention and also in generating new Business.

Increased the turn-over of the event vertical by 80 lakhs in a year through new event projects of FIFA U-17 World Cup promotions and Swachhata Survekshan 2018 for Navi Mumbai.

Developed and filed for a patent for Swachh Bharat Abhiyan: "Bio-degradable Paan Spat Disposal Pouch". (patent pending)  
Working with the digital team for BTL activations and technological advancements in existing events.

***Timesol Facility Management, Mumbai***  
***Branch Manager, August 2016 – October 2016***

Took it up as a challenge outside my domain to support the existing business of the Branch through College campus recruitment. Improving relationships with existing clients and getting out withheld payments.  
Motivate the existing workforce and getting better people on board to improve service. Improving brand image through print creatives and BTL activations at various corporate Concierge Desks.

**Projects Accomplished**

Navi Mumbai Mahalaxmi Saras Event 2019  
Kanakia: Wall street Sculpture Unveil with Mary Kom  
Arvind JCB WorkWear Launch Event with Fashion Show  
Kanakia: Kanakia Paris Podium Launch Event  
Spenta: Outsmart Channel Partner Meet  
Navi Mumbai Municipal Corporation: Eco-Friendly Ganpati outdoor campaign  
Indiabulls Real Estate four weekend BTL Campaign for Golf City  
Liva Stall at Vogue Beauty Awards 018  
Boeing-Air India Apprenticeship Training Program Launch  
Zoomol Pan India Engine Oil Promotional Campaign  
Navi Mumbai Swachhata Awareness Campaign  
Bank of Baroda Supply Chain Finance Launch Event  
Navi Mumbai U-17 FIFA Promotion (Walkathon, Live Screening and Band Performances) ITB  
Asia: Goa Tourism  
Bank of Baroda 110<sup>th</sup> Foundation Day Celebration  
Kerala Tourism Partnership meet 2017

**Notable Events Conceptualized**

*20 Years Sony AXN IP*  
*One World - The Global Peace Concert with Sri A.R Rahman: proposal submitted to the PM's office (2018)*  
*Reliance Hospital Foundation Day celebration and Activation Campaigns*  
*U.P Swachhotsav with Sri Amitabh Bachchan as Ambassador supported by Honorable Railway Minister of India Sri Piyush Goyal*  
*Gorb App Launch Event*  
*Nagpur Metro Launch Event*  
*Bank of India 112<sup>th</sup> Foundation Day Celebration*  
*Seagate Pan India Promotional Campaign*  
*Swachh Maharashtra Campaign*

## Memorable Projects as a Freelancer

*From the humble beginnings of managing events at school and college to starting with Navaratri Event at J.V.P.D Mumbai, apart from various other minor projects, I was fortunate enough to be part of the following events:*

Sponsorship for Sun-Set Session with Lucky Ali 2016  
Sunburn Goa 2015  
QTP Thespo : Prithivi Festival 2015  
Indian Television Awards 2015  
Percept Ice : Autocar Performance Show 2014 & 2015  
Star Plus: Dance+  
Palm Expo 2014 & 2015  
Essel Vision : Talent Team for India's best Dramebaaz and Saregamapa  
Zee T.V Dance India Dance Mumbai Auditions  
Sports 365 : Skyscraper Dash 2014  
Acetech 2014

Passions: Love for various forms of art, music & dance, Fitness & Health, Travelling & Meeting new people Creating IPs and working on innovative solutions by utilizing my skills.

Hobbies- Sketching, Guitar playing, Travelling, Photography, Reading Self Help Books, Watching Films or plays, Acting

I hereby declare that all the details furnished above are true to the best of my knowledge and belief.

Date - 23/1/2021

Place: Mumbai