Sankesh Kapoor

# House No: JE7 Panchsheel Vihar, Malviya Nagar

**110017**

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**Objective:**

To be successful, grow and develop in personal and professional spheres and to prove myself as a beneficial asset in achieving the objective of the organization effectively and efficiently.

**Academic Credentials**

1. Master of Journalism and Mass Communication from Amity University (2015)
2. Bachelor of Journalism and Mass Communication from Amity University (2013)
3. Passed 12th from NIOS Board in 2010
4. Passed 10th from NIOS Board in 2008
5. Diploma in Information Technology from Lal Bahadur Shastari Institute

**Professional Synopsis**

# Current Organization: Forbidden Foods Pvt.Ltd.

**Role- Assistant Manager Marketing**

**Duration : February 2020 -Present**

**Work Responsibilities**

* + - Creative and Marketing Agency Coordination
    - ATL and BTL Activities.
    - Social Media Marketing (Planning and Execution)
    - Agency Handling
    - PR
    - Vendor Management
    - Website Management
    - Marketing Collaborations
    - Event Management
    - Marinating b2b platforms

# Current Organization: Smaaash Leisure Ltd.

**Role- Assistant Manager Marketing (North Zone + West Bengal) Duration – November 2017 – February 2020**

**Work Responsibilities**

* + - Creative and Marketing Agency Coordination
    - Branding
    - ATL and BTL Activities.
    - Social Media Marketing
    - PR
    - Vendor Management
    - Development and evaluation of marketing communication
    - Website Management
    - Marketing Collaborations
    - Event Management
    - Marinating b2b platforms
    - Store Launch

# Previous Organization: ITSA Brand Innovation Role: Account Executive

**Duration – November 2016– November 2017**

**Clients – HCL Technologies, Taco Bell, Hero Motocorp and Dauble**

**Work Responsibilities**

* + - Client servicing (communicating with the Client on day to day basis)
    - Day to day operations.
    - Manage client account finances (monthly billing and collections)
    - Contribute to development and evaluation of marketing communication, plans tactics, and creative ideas
    - Coordination with the various teams in the agency

# Company: Contract Advertising

# Role: Management Trainee

**Duration: August 2016 - October 2016 Clients – Orient Electric and Daima**

**Work Responsibilities**

* + - Client servicing (communicating with the Client on day to day basis)
    - Day to day operations.
    - Manage client account finances (monthly billing and collections)
    - Contribute in development and evaluation of marketing communication, plans tactics, and creative ideas
    - Coordination with the various teams in the agency

# Company: Avian Media

**Role: Jr. Account Executive (Public Relations) Duration: January 2016-July 2016**

 Managing media across several industries and working as a part of CSR team. Handling following clients:

* + - Fortis Healthcare- The following hospitals of Delhi- NCR:
      * Fortis Memorial Research Institute, Gurgaon
      * Fortis Flt. Lt. RajanDhall Hospital, VasantKunj
      * Fortis Escorts Heart Institute, Okhla
      * Fortis Shalimar Bagh
      * Fortis Aashlok
      * Fortis Hospital, Noida
      * Fortis Escorts, Faridabad
      * Fortis la Femme
      * Fortis C-DOC

# Work Responsibilities:

* Client servicing (communicating with the Client on day to day basis)
* Media Relations (Liaised with print, electronic and online media to generate media queries)
* Managing 2-3 press conferences on monthly basis
* Pitching media with different story angles and preparing pitch notes
* Planning PR Campaigns
* Managing media queries
* Working on Monthly presentations and review presentations for the clients
* Arranging client interactions through various media channels such as print, online and TV
* Maintaining Coverage Dossiers

# Company: Solution Manpower Pvt. Limited Role: CES (EXECUTIVE)

**Duration: September 2015- Jan 2016**

 Managing media Queries and consumer complaints during Maggie crisis for client **Nestle India**

#  Work Responsibilities:

* + - Client servicing (communicating with the Client on day to day basis)
    - Managing media queries

# Company: Red FM Role: Marketing Intern

**Duration: 2 Months (Jan 2015-March 2015)**

* Managing operations of promotional activities of RD FM
* Visited few colleges with RJs on the annual fest
* Researching and targeting audience base for business promotion
* Coordinated a concert: Red Live with Atif Aslam and Mohit Chauhan
* Assisting marketing team in their daily operations.

# Company: Dentsu Creative Impact Role: Intern (Client servicing)

**Duration: 2 Months ( Jan 2013-March 2013)**

 Handling the daily Tasks

 Coordination with the various teams in the agency

 Managing brand promotion activities

# Company: Canon India Role: Marketing Intern

**Duration: (Jan 2012-March 2012)**

 Assisting marketing team in their daily operations.

 Conducted a research on their campaign – “**What Makes Us Click**”

**Personal Details**

 D.O.B : 20thOctober 1990

 Hobbies : Listening to music, reading

 Father’s Name : Satish Kapoor

 Mother’s Name:Anita Kapoor

 Gender : Male

 Nationality : Indian

 Marital Status : Unmarried

 Language(s) : English & Hindi

Place: New Delhi (Sankesh Kapoo