

# SHIVENDRA PRATAP SINGH

Tel: +91 7758019015

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DOB: 28th April 1991

## CAREER OBJECTIVE

Playing a challenging role in a fast - paced working environment, where in my experience and communication skills can be utilized for the future growth of the organization and personally as well.

## KEY SKILLS

- Team worker and ever willing to learn something new.
- Strong advocate of consumer insight & data driven marketing.
- Quick in making and maintaining lasting relationships with co-workers and partners.
- Focused and confident when it comes to working under crisis.

## ACADEMIC CREDENTIALS

Post-Graduation Program from Indira School of Communication, Pune in Mass Communication [2013-2015]  
Specialization: Advertising & Corporate Communication

Bachelor of Commerce from H. A College of Commerce, Gujarat University [2010-2013]

## EXTRA CURRICULAR ACHIEVEMENTS

Represented the state twice in All India level table tennis tournament.

Was selected and trained under Sports Authority of India.

## WORK EXPERIENCE

5+YEARS

### Current Organization: BookMyShow

Designation: Assistant Manager – Brand Strategy & Marketing

Duration: 21st Feb 2018 to till date

### Role & Responsibility:

- Re-construct the brand imagery and build a strong brand affinity among the consumers.
- Developing ATL and digital strategy & communication plan.
- Execute promotional campaigns, marketing research projects, and brand collaboration for BookMyShow.
- Work closely with the product team on new features and developments on the BookMyShow App.
- Manage and overlook the marketing communication strategy and plans for UAE and Sri Lanka market.

### Projects

- Launched the brand's new positioning campaign **It All Starts Here**. Also managed the media planning for the same. The reach was 23 million and 33 million impressions that resulted in increasing the traffic on the app by 25%. The brand value increased by 11% in markets like Delhi NCR & Punjab for both movies and non movies where the presence was low.
- Successfully launched a new product **BookMyShow Online** during the pandemic period and executed digital marketing campaigns for live streaming events. Collaborated with brands like Vodafone, TikTok, Rupay etc. for such events and got more than 70k registrations.
- Planned and released the topical campaign **#ChooseWisely** for 2019 India Election. The campaign was a success and got covered by multiple media houses and platforms like Mad over Marketing, ET Brand Equity, Social Samosa, Mint, Exchange4Media etc.
- Led the IPL campaign in 2018 & 2019 with digital (film) and tactical campaigns. **Interrupted Premiere League** campaign(2018) reached 1.5 million users in the selected cities. The 2018 film gave us the completion rate of close to 80%. Build an AR game for the 2019 campaign **#CricketKaTicket** that organically got 60K user interactions on social media.
- Build the overall communication strategy for the launch of the new product **Filmy Pass** in 37 cities across India. With over 25 million impressions through the digital campaign, sold more than 33 lakh passes within 12 months.
- Managed the communication strategy and on ground visibility for the Brand for international events like U2 India Tour, NBA 2019, Cirque Du Soleil, Disney's Aladdin, Avenger's Station and many more.
- Successfully launched a new vertical 'Activities' under BookMyShow and a new production/ Live event vertical - BookMyShow Live.
- Conducted brand track research to evaluate brand's value in comparison with the competition. Also conducted online research with the existing users to understand their behaviour that helped in standardizing BookMyShow' brand guidelines and user persona for overall communication.
- Launched a new brand TribeVibe that manages the college events pan India. Created a value proposition for the brand alongwith the identity for marketing and communication purpose.
- Initiated and launched the college program to increase brand value and visibility. It resulted in increase in traffic on the app by 9% in Q3 and Q4 of 2019-20 compared to last year.

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- Quick in making and maintaining lasting relationships with co-workers and partners.
- Focused and confident when it comes to work under crisis.
- Multitasking and meticulous attention to detailing.

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## ICICI Lombard General Insurance Company Ltd.

**Designation: Marketing Manager - Brand**

**Duration: 16th August - 16th Feb, 2018**

### Role & Contribution:

In charge for developing and execution of the marketing plans and brand strategy for ICICI Lombard. Work towards bringing business profits to the company through targeting important areas for brand visibility.

### Projects

- Successfully executed the IPO campaign in 22 cities with Print, Outdoor, Television and branding for 7000+ branches of ICICI group branches for 10 days before the listing process.
- Managed and executed digital campaigns on Facebook, YouTube and brand content for World Heart Day and Diwali.
- Launched the Long Term Two-Wheeler Motor insurance campaign through print and outdoor. The execution of the campaign during the peak season led to increase the sales by 30 - 35%.

## Soho Square - Ogilvy Group, Mumbai

**Designation: Senior Account Executive**

**Duration: 15th March 2015 - 14th August 2017**

### Clients & work:

#### Vasmol Hair Care Brand

- Solely responsible for the following products under the brand - Vasmol Hair Oil, Vasmol Kesh Kala, Vasmol Powder Hair Dyes / Color.
- Launched the mother brand (Vasmol Kesh Kala) TVC campaign which increased the sales by 14% in the last quarter of 2016-17.
- Successfully launched the new hair oil product (Vasmol Black Hair Oil) which helped in increasing the overall turnover of the company by 7% by the end of 2016-17.

#### Viu (VuClip) - OTT

- Execution of the brand campaign and managing shoots related to the communications for the events on the platform.
- Building relations with the client at all times by delivering all day jobs as per the timelines.

#### Bajaj Electricals

- Handled a complete vertical (Domestic appliances) and delivered two BTL pan India campaigns for air coolers and water heater product under them.
- Successfully launched the NEKA (Non-electrical kitchen appliances) BTL campaign which helped in increase sales in north India market in 2015-16.