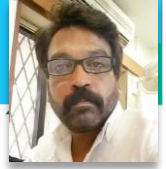


Sunil P. Karangale

Sr. Manager - Advertising, Branding & PR



Advertising | Creative Designing | Promotion Strategies | Event Management

Location Preference: Nagpur

Industry Preferences: Advertising, IT Industry, Product-based Companies and NGO

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Profile Summary

- **Creative Designing Professional** with **30+ years** of experience with passion for building and positioning brands developing **Design Strategies** for Brochures, Mailers, Advertisements, Posters and Digital & Traditional Media Campaigns
- Planning & executing multi-media campaigns with expertise in **visualizing concepts, preparing rough comprehensives and designing & deploying creative strategies** while assuring successful execution of campaigns
- Extensive experience in analyzing **design briefs, determining requirements and conceptualizing designs/visuals based on the requirements**
- Resourceful in setting up new initiatives **designing stalls for global exhibitions** and organizing various **Global Events, Conferences, Road Shows and B2B Meetings** for promotion including Metal Casting Congress in US, GIFA in Germany
- Innovation-focused professional with success in applying pioneering strategies right from **developing creative briefs** to drafting successful campaigns for high quality product promotions through different media and advertising campaigns

Key Skills

Creative & Visual Designing	Aesthetic Visual Strategies Development
Brochures, Mailer, Ads & Poster Designing	Event & Conferences Management
Creative Planning	Cross-functional Coordination
Client Management	Stall Designing & Exhibitions
Video Film Development	Team Management

Education & Credentials

- **1998: PG Diploma in Video Programing** from Nagpur University, Nagpur
- **1997: Bachelors in Mass Communication** from Nagpur University, Nagpur
- **1987: Bachelors in Fine Arts** from Nagpur University, Nagpur

Certifications

- **Certificate Course in Computer Graphics**

Membership

- **Member of Ad Club, Mumbai**

Career Timeline (Latest 5 Organizations)

Makhija Advert.
& Marketing
Pvt. Ltd

Artig
Advertising
Pvt. Ltd.

Market
Missionaries
Group

MM ACTIV
Sci-Tech Communications
Media | Events | Partnering | Advisory

MM
Foundry Solutions, Personalized

1987 -
1989

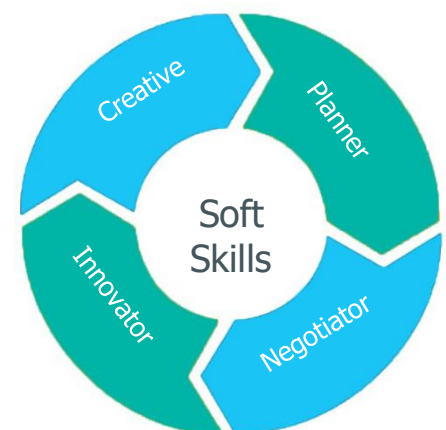
1989 -
1991

1991 -
1997

1998 -
2013

Since
2013

Soft Skills



Professional Experience

Since Aug'13 with MPM Private Limited, Nagpur as Sr. Manager - Advertising, Branding & PR

Key Result Areas:

- Developing advertising strategies and creative; analyzing requirements and designing & preparing promotion visuals & materials including Brochures, Mailers, Advertisements, Posters for promotion through traditional & digital media
- Conceptualizing and making Video Films for production promotion
- Designing, showcasing & executing company's stalls in exhibitions across India and Abroad such as Metal Casting Congress in US, GIFA in Germany as well as various other across Turkey, China and Holland
- Arranging & organizing Conferences, Road Shows and B2B Meetings for product promotion and interactions
- Managing product portfolio, creating a core products category to drive the brand saliency with customers
- Formulating right positioning strategy for digital & traditional portals through extensive market research and competition analysis

Jan'98 – Aug'13 with MM Activ Sci-Tech Communication Co., Nagpur as Creative Director

MM Activ Sci-Tech Communication Company is a tech-based Event Management firm with Pan India presence

Key Result Areas:

- Organized various events & conferences like Indian Science Congress, Bangalore Bio, IT BIZ Bangalore, Edge on Education, Coffee Festival of India, Agrovision, Investment Summit in Karnataka, Nano-Technology Nutraceutical Summits and others
- Led the Creative Team and Infrastructure Team in all branches; planned pre-launch event branding & advertising strategies as per creatives; designed & prepared event related promotion material like Brochures, Mailers, Advertisements, Posters, Invitations, Souvenirs, Backdrop for Curtain Raiser, Venue Branding, Mass Mailing through Digital Media and Pre-launch Event Videos
- Identified possibilities for branding at the site/venue and planned promotion materials as per defined budget & visual value

Dec'91 – Dec'97 with Market Missionaries Group, Nagpur

Growth Path:

Dec'91 – Jan'94 Art Director
Feb'94 – Dec'97 Senior Art Director

Key Result Areas:

- Managed various major clients including RPG, Krishana Valley Development Corp., Loksatta, DCL Polyesters, MECL, Handloom Corp. Mumbai, Lagu Bandhu DMR, KEC International, RPG Life Sciences and Ekvira Heart Institute
- Worked as In-charge of the Art Department and led a team of 7 Artists and 4 Visualizers
- Visualized concepts, prepared rough comprehensives, interacted with Creative and Client Service Executive to develop & decide Creative Strategies for advertising campaign
- Spearheaded various Photography Assignments and Audio & Visuals Strategy Discussion

Jan'89 – Nov'91 with Artig Advertising Pvt. Ltd. (Sister Concern of O&M), Mumbai as Senior Visualizer

Selected Achievements:

- Led 2 Artists and produced numerous Press Ads and Printed Materials for prestigious clients like Banque Nationale de Paris, Holiday Inn Bharat Petroleum Corporation Limited and others

Previous Experience

1987- 1989 with Makhija Advertising & Marketing Pvt. Ltd., Mumbai as Junior Visualiser

Gained knowledge of basic of Visualization, Print & Production Jobs, Photography and Audio Visuals; successfully managed assignments for clients like Milton, Thermoware, LL Griller Machines Ltd., Tikoo Pickles and so on

1987 - 1989 with Pressman Advertising Ltd., Mudra & Hindustan Thomson Associates as Freelancer

Worked on accounts like Hong Kong Bank, Bindal Agro, Vadilal, Gujarat Agro, Godrej and others

Personal Details

Date of Birth: 16th December 1966
Languages Known: English, English and Marathi
Address: (R) 82, Panchtara Society Beltarodi Road, Manish Nagar, Nagpur – 440015