



Vikas Ravi

Creative professional with experience of over 16 Years in all aspects of Strategic Planning, Marketing, Business Development, Advertising and Event Planning & Management. Expert at managing multiple projects concurrently with strong detail, problem solving, and follow-through capabilities. Proactive in conceptualizing and executing ROI driven marketing initiatives along with organizing promotional campaigns. Well known for leading and organizing all aspects of any weddings, corporate events, fashion shows and parties.

Deft at performing recruitment and development of artist, contract negotiations, art purchasing, vendor relationships, content, events, brochures, marketing collaterals, style guides and presentation. Proactive in planning activities for 'client side' organizations along with identifying sponsorship and promotional activities. Recognized for negotiating with companies that supply equipment, food or beverages. Demonstrated ability to manage and motivate cohesive teams that achieve results. Deft at sourcing vendors, negotiating contracts and managing budgets. Holds strong database and networking of industry specific sponsors for events and promotions. Possess knowledge of designing content and printing banners, booths, materials, creative designs and interactive content.

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Signature Skills

Table with 6 rows and 3 columns showing skill scores: Strategic Planning (8.0), Advertising & Branding (8.5), Tracking Competition (9.0), Market Strategies (9.0), Product Positioning (8.5), ATL | BTL (8.5), Business Development (9.0), Market Expansion (8.5), Sales & Marketing (9.0)

Key Result Areas



- Strategic Planning/ Business Development: Successful in developing and executing strategic plans... Marketing Communications/ Advertising: Determining Marketing objectives... Event/ Brand Management: Directing event coordination...

Core Skills

Table with 2 columns and 3 rows of core skills: P&L Account Management, Client Servicing, Team Management, Creative Team Briefing, E-mail Marketing, Event Management

## Work Experience

Since Sep 2016

### Partner

DYE OR DYE Hair & Spa  
Bangalore, Karnataka

Oct 2013– Sep 2016

### Territory Manager Karnataka

Jamal Habib Hair & Beauty Pvt Ltd.,  
Mumbai

Nov 2010– Jun 2013

### Director & Marketing Manager

Airport Salon Samara  
Russia

May 2008 – Mar 2010

### Artist & Art Director

Inndulge Networks Pvt. Ltd.,  
Bangalore

Apr 2005 – Nov 2008

### Production Manager

Karan Engineering Works  
Mumbai

1994 – 2000

### Area Manager

Velmore (Aquel Bathroom Fitting)  
Bangalore

## Academic Credentials

2014 MBA (Marketing) from Gujarat University

2012 B.Sc. from Gujarat University

2005 Diploma in Sound Engineering from Digital Academy

1999 Graphic Designer/ 3D Animation/ SFX (Diploma) from Pentafour, Madras

## Leisure & Interests

- DJ | Music Production (House/ EDM)
- Backpacking & Trekking
- Movies & Theatre
- Creative with aesthetic visualization abilities
- Coordinating with people across various cultures

## Significant Contributions

### DYE OR DYE Hair & Spa



- Grew the business from INR 65000 per month to INR 125000 per month.
- Manage multiple distinct operations within the Spa including spa and salon.
- Assist in the development of marketing materials to coincide with each area (service brochures, activity schedules and promotional mailings).
- Perform daily operations within the Spa area including staffing, team development and budgeting
- Develop all programming for the Spa areas, including research and decisions for choosing products, companies and services along with implementation of sales goals.
- Monitor and control expenses while maximizing revenue for above mentioned areas.
- Update programming for all areas to maximize guest satisfaction and employee efficiency.
- Assist in the development of Spa Marketing materials to coincide with each area.
- Develop strategies for maximizing revenue and reaching goals.

### Jamal Habib Hair & Beauty Pvt Ltd.,



- Successfully managed 8 franchisee outlets in Karnataka with a team of 35 members.
- Assisted the team in the achievement of services and product sales targets.
- Performed timely collection of Royalties for the company.
- Provided thought leadership and execution support to aid Category and Brand Heads in the development and delivery of Global Category and Brand strategies.
- Developed and delivered key strategic initiatives as required to augment Marketing team capacity.
- Led process for budget development and tracking across brands.
- Checked the cash flow / business in each franchise so that they could not cheat upon the royalties.
- Imparted training to the staff and devised marketing strategies for each franchise to build a better revenue target.
- Developed and executed company's business development roadmap by creating new funnels and growing revenue while ensuring alignment with long-term vision, mission, and strategy.

### Airport Salon Samara



- Marketed various company brands for new markets including international markets.
- Tracked competitor activities including online impressions.
- Prepared timetables for each campaign based on overall goals and budget availability.
- Established and achieved brand objectives and prepared market analysis reports.
- Developed national and international marketing plans.
- Monitored consumer reactions to new marketing strategies for increasing footfalls.
- Introduced the business of about INR 100,000/- and then raised to a level of INR 2,50,000 per month.

### Inndulge Networks Pvt. Ltd.,

- Managed and booked International Artists for the events being held in Europe and India.
- Successfully managed major events inclusive of Healing Sounds at Goa, SKAZI Bangalore and Astra Projection.
- Prepared budgets for individual campaigns and identified brand identity opportunities.
- Coordinated marketing efforts and made arrangements for local media shoots.
- Assisted the marketing of various product lines and developed creative marketing and advertising strategies.
- Handpicked brand marketing team members for each campaign.
- Proficiently managed events:
  - SKAZI for which the total investment was INR 9.25 lakhs, sponsorships INR 1.5 lakhs and returns on it were INR 16.50 lakhs
  - Astral projection India 2 city tour Bangalore, Goa for which the total investment was INR 6.5 lakhs, sponsorships INR 2 lakhs and returns was INR 9.5 lakhs.
  - Holika 3 day Goa festival for which the total investment was INR 7 lakhs and returns was INR 18.3 lakhs.

## Karan Engineering Works, Mumbai

- Accountable for Production Department and control of production activities.
- Sourced the raw material like steel, iron, hot/cold phase bricks, heating elements, control panels required to build industrial furnaces for melting, hardening, annealing, and tempering purposes.
- Supervised the manufacturing process, delivery, and installation at the clients site.
- Spearheaded efforts across handling entire spectrum of functions pertaining to production planning and control thereby ensuring strict adherence to the time schedule, quality standards and total productivity maintenance whilst achieving pre-set production target.
- Identified daily production problems & coordinated with the respective departments for smooth running of production process.
- Monitored the deliveries of job specific materials to ensure on time deliveries as required by production as well as maintaining the inventory level.
- Additionally handled the after sales service.

## Velmore (Aquel Bathroom Fitting)

Successfully raised the business from INR 50,000 orders per month to orders worth INR 1.8 Lakhs per month.

- **Sales & Marketing:** Conducting competitor analysis by keeping abreast of market trends and devising effective counter measures. Mapping the sales plan, delegating individual targets and driving marketing initiatives & coordinating with the sales team to achieve goals.
- **Business Development/ Channel Management:** Nurturing business relationships and handling distributors and large direct buying accounts. Nurturing trusting relationships along with handling prospects and designed sound promotional plans and recorded important data in the prospect database.
- **Brand Management:** Getting marketing collaterals, advertisements developed to help the company meet its target. Designing and developing content for product launch. Leading the marketing programs for branding and lead generation.
- **Marketing Communications:** Directing shoots and exhibitions coordination, community outreach, branding and channel marketing. Devising marketing budget for outdoor buying, print buying and digital buying. Planning marketing activities in conjunction with company's growth plan and working out strategies to execute the plan. Conceptualizing and orchestrating marketing campaigns that effectively reinforce and build brand images.
- **Customer Service:** Mentoring & monitoring the performance of customer service force and Customer Service team across the cluster to ensure efficiency in process operations and meeting the (SLA) targets. Addressing client's (individuals) concerns and complaints and undertaking steps to effectively resolving them.

## Freelance Event Management

Undertook the responsibility as the Event Manager/ Organizer for managing several national and international events held across Vienna, Salzburg, Graz (Austria) Berlin, Frankfurt, Munich (Germany), Moscow (Russia), Mumbai, Bangalore and Goa during 2000 - 2005. Performed Sales & Marketing, Business Development Artist Management and International DJ for all the events.

## References

Will be provided upon request