

TOWER 1, FLAT NUMBER 203, PUTTING GREENS,
OMAXE NRI CITY, GREATER NOIDA - 201310
PHONE 9899794540 • E-MAIL: anish.sharma10@gmail.com
LINKEDIN : <https://www.linkedin.com/in/anish-sharma-a143281a>

ANISH SHARMA

VISION/OBJECTIVE

Being a one point solution to all the market needs, hence developing innovative experiences, which are creatively unique and are relevantly different for everyone related to the business; both internally and externally.

PROFILE SUMMARY

I am Anish Sharma, a Master professional in Brand Management and Communication from IED Milan with more than 14 years work experience. I started my career as a leaflet promotor during the launch of reliance web world and worked in BTL industry after my graduation. After working for four and half years, I was awarded scholarship to pursue Masters in Brand management and communication from IED MILAN, during my Masters I worked with the college in their international department and also got an internship with Piccolo Teardrop in digital marketing. I came back to India in 2012 and started working with HT media Ltd and got two innovation awards in the span of five years. In 2017 I started working on an innovation, a sanitary pad made from sugarcane waste, for which I got an award from Akshay Kumar and patent from Govt of India. In 2020 I started my own company and hustled for four years. During my corporate life I had worked with organizations like Reliance communications, HT Media and Aditya Birla group, wherein I have handled various roles in Marketing, Brand solutions, Content and Creative strategy for Print, Radio and digital marketing, ATL and BTL , and Innovations. I believe that innovation is the key to the success of an individual, an organization and a nation.

ACHIEVEMENTS

- Was awarded Scholarship at Istituto europeo de design (IED Milan) to pursue Masters in Brand Management and Communication.
- Hindustan times Innovation award for “MAGLOID” – A newspaper with difference.
- Hindustan times Innovation award for “HT CITY PRINT FASHION WEEK” – First ever print fashion week.
- PADMAN award in May 2018 for developing a sanitary pad from sugarcane waste

EDUCATIONAL QUALIFICATIONS

- Master professional in Brand Management and Communication from Istituto Europeo di Design - IED MILAN, ITALY. (2011-2012)
- Graduate in B.Sc (Life Sciences) from **Delhi University**. (2003-2006)
- Higher & Senior Secondary Examinations (**C.B.S.E.**)

WORK EXPERIENCE - 14 years +

May 2024 till date

Company: Collab Experiences Pvt Ltd

Position held – Head strategy and Ideation (Consultant)

Industry: Experiential Marketing

Brand solutions for events & experiential marketing, spearheading ideation, strategy and execution for both new and existing clients. Leading a team of Brand Solutions while collaborating across departments to deliver results. Creating opportunities with current clients to craft innovative experiences aligned with their business objectives and tackling brand briefs to provide effective solutions.

October 2020 till April 2024

Company: Pineal Innovations Pvt Ltd

Position held – Founder Director

Industry: Healthcare

- **Research and Innovation** : Research in the field of Menstrual hygiene for making sanitary pad from sugarcane waste and other ingredients, Patent related research,
- **Product Development** : Developing product prototypes for the purpose of lab testing.

October 2019 till May 2020

Company: Aditya Birla Group (CPP)

Position held – Sr. Manager – Marketing

Industry: Pulp & Paper Industry

- **New Product and packaging development:** New product development and packaging design for the new SKUs.
- **Marketing strategy and planning:** Proactive and reactive solutions to build, promote and amplify brand communication and brand message for a greater impact and credibility through ATL and BTL activities.
- **Marketing collateral** – Agency handling & coordination for Company brochure, website, in shop branding act.

September 2012 till 15th November 2017

Company: HT Media Pvt. Ltd – Media Marketing

Position held – Sr. Manager Creative Brand promotions

Industry: Media Industry

- **Brand solutions and integration:** Integrating brands into the editorial content of HT City/ Café, MINT, HT brunch and HT.com.
- **Content strategy and planning:** Proactive and reactive solutions to build, promote and amplify brand communication and brand message for a greater impact and credibility through creative editorial integrations in the form of regular articles, columns and brand led campaigns.
- **Marketing properties and IPs:** Developed new IPs like Ht city Print fashion week, beautiful homes, culinary fest and content integration for brands associated in HT marketing properties like Ht leadership summit, Fresh on campus, Delhi's most stylish, Kala Ghoda Art festival, crystals etc.
- **Product strategy:** Creating new features and other revenue opportunities.

-----**(2011 – 2012) WAS AWARDED SCHOLARSHIP TO PURSUE MASTER PROFESSIONAL IN BRAND MANAGEMENT AND COMMUNICATION AT IED MILAN** -----

September 2010 till March 2011

Company: Reliance Broadcast Network Limited

Position held : Manager – Client servicing

Industry: Media Industry

- **Client servicing :** Interface between the client and the company, coordinating between the media sales team, creative departments, production team etc.

- **Solutions** : To develop integrated solutions / strategies for the new product launch or the promotion of existing products using the BTL activities\ radio promotions\ outdoor media\ Digital media\ television channel – BIG CBS.

July 2009 till August 2010

Company: Crosscraft Events Pvt. Ltd

Position held : Manager – Events

Industry : BTL Industry

- To look after the overall business - to make the proposal with the help of the design team and present it to the clients to get the business after which to look after the execution of the project with the help of production team, budgeting, regular feedbacks and reporting.

June 2006 till June 2009

Company: Innobuzz Marketing Solutions Pvt. Ltd.

Position held : Account executive / Account Manager

Industry : BTL Industry

- Ideation, Conceptualization, Copywriting & Visualization for the Road shows, Mall promotions, exhibitions, corporate events, employee engagement programs, stakeholder meeting and events etc.

MAJOR SKILLS AND COMPETENCIES

- Research and Innovation.
 - Brand management and communication, Brand Solutions / Integrations, Product positioning and Branding.
 - Marketing strategy and campaign management, Public and Media relations.
 - Digital marketing, Content / Native Advertising.
 - Client servicing – Ideation, Conceptualization, Copywriting Visualization for BTL \ Radio \ Print campaigns \ Events \ Exhibitions.
-