

## ANISH SHARMA

### Belief

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It's all possible. Just BELIEVE

### VISION/OBJECTIVE

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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.

### Achievements

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- PADHERO AWARD on 28<sup>th</sup> May 2018 – An INNOVATION that will change the lives of crores of women in India and across the world : Low cost recycled biodegradable sanitary pad made from sugarcane waste, fuller's earth and tragacanth gum
- Hindustan times **INNOVATION AWARD** (Istar Award) for Ht city Print fashion week in 2016.
- Semi-finalist at **IIM Kolkata's i2I** entrepreneurial challenge 2014/15 - "**Health on the go**" among the Top 20 business plans..
- In 2010 was awarded **SCHOLARSHIP** at Istituto europeo di design (IED – Milan, Italy) to pursue Masters in Brand Management and Communication.

### Profile Summary

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I am a believer, who believes in patience, perseverance and performance. I believe that innovation is the key to the success of an individual and an organization. I am a thinker and a creator whose continuous endeavor is to create new experiences which are both unique and relevant. An average student, a sportsperson, an athlete and active participant in extracurricular activities summarize my school days. A science graduate from Delhi University, I started my professional career at an age of 21 years with marketing solutions and handled concepts and ideas side of the BTL business. After 3 years of experience in BTL industry I got an opportunity to handle the Delhi branch of Crosscraft events Pvt. Ltd. After working for four and half years in BTL business I moved to Big FM and handled solutions side of integrated business. During the same time I took part in brand challenge of IED Milan and in 2010 I was awarded scholarship to pursue master professional in brand management and communication at IED Milan from April 2011 - 2012. During my learning days at IED Milan I got an opportunity to work for the international department of IED as marketing intern wherein I created strategies to expand their market in India, Japan and Taiwan. In 2012 after completing my masters I started working in the client solutions vertical of fever 104 FM, radio division of Hindustan times and in February 2014 moved to the print division of HT Media Ltd. and handled the creative solutions nationally for Brand promotions till Nov 2017. While working I started working on a cost effective biodegradable sanitary pad for poor women and have successfully developed a pad in Feb 2018, which was granted patent in February 2022. Currently I am a director in a Startup which was launched in October 2020 – Pineal Innovations Private Limited.

## Educational Qualification

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

## Work experience - 10 years +

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October 2019 till May 2020

**Company: Century Pulp & Paper**

**Position held – Sr. Manager – Marketing**

**Industry: Pulp & Paper Industry**

- **Product and packaging development:** Developing product and packaging as per the market requirement along with the launch.
- **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.

February 2014 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.

September 2012 till January 2014 - Then Moved to print media from radio

**Company: HT Media Pvt. Ltd – Fever 104 FM**

**Position Held – Manager Brand Solutions**

**Industry: Media Industry**

- **Brand solutions & Integration:** Proactive and reactive campaigns to generate incremental revenue in Radio.
- Market strategy and AOP basis the market mapping, market study to understand the brands and their campaigns to initiate ideas and concepts which are relevant and different for both proactive and reactive pitches.
- Meetings with potential clients from various industries like FMCG, Automobile, Telecom etc. to present the solution and closing the business with their media agencies like Group m, Zenith optimedia etc.

September 2011 till March 2012 – DURING MASTERS

**Company: Istituto europeo di design**

**Position Held – Marketing Intern**

**Industry: Education Industry**

- Research and analysis on the international students in Indian, Taiwanese and Japanese market.
- Strategy planning for IED to expand in the same markets.

September 2010 till March 2011

**Company: Reliance Broadcast Network Limited**

**Position held : Manager – Client servicing**

**Industry: Media Industry**

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

- Client servicing - Interface between the client and the company,
- 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.

July 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.
- To make the proposal with the help of the design team and present it to the clients to get the business after which, the execution of the proposal with the help of production team.
- Budgeting and Reporting.

### Major skills and competencies

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

“My Beliefs are stronger than my Resume”

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