



NIKUNJ BHASIN

Marketing Manager | Brand Strategy | Media Planning | BTL & ATL
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PROFILE SUMMARY

Dynamic marketing professional with 15+ years of experience in brand management, media planning, BTL/ATL promotions, events, social media strategy, and integrated marketing. Proven ability to drive brand visibility, footfall, and ROI.

Contact

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Email

nikunj.bhasin2007@gmail.com

Address

97 C Shakti Enclave
Dhaukoli Zirakpur
Punjab.

Education

MBA/PGDM – Marketing, WLC (2009), Grade: 9/10
B.A – Arts & Humanities, Panjab University (2005), 56%
12th – CBSE (2002), 66%
10th – CBSE (2000), 56%

Expertise

- ATL /BTL
- Media Planning
- Social Media
- Brand Promotions
- Influencers
- Shoots & Events

Language

English

Hindi

Punjabi

WORK EXPERIENCE

Marketing Manager – Delhi NCR Region

Fun Gateway Arena Pvt. Ltd.

Nov 2025 – Present

- Leading marketing strategy and execution for Delhi NCR region.
- Driving ATL/BTL campaigns, digital initiatives, and promotional partnerships.
- Overseeing media planning, event activations, and regional marketing innovations.

Marketing Manager

Advance India Projects (AIPL) – Celebration Bazaar, Khanna

July 2024 – Nov 2025

- Led media planning and vendor coordination for marketing activities.
- Executed BTL initiatives to enhance brand presence.
- Strengthened digital outreach through targeted social media strategy.
- Planned and executed events to increase footfall and awareness.

Brand Manager – Pan India

Let's Funjoy Adventure Pvt. Ltd. (Hopup)

Feb 2023 – July 2024

- Directed pan-India brand communication and strategy.
- Managed ATL/BTL activations, events, and campaigns.
- Developed and optimized social media strategies.

Marketing Manager – Pan Punjab

SMAAASH Entertainment Private Limited

Feb 2017 – Feb 2023

- Drove media planning, influencer management, and store launches.
- Managed ATL/BTL activations and major events.

Sales Experience (2010–2017)

Fun Cinemas, Khushi Advertising, Indiamart, Big FM & Red FM

- Gained extensive experience in advertisement sales and client servicing.

CERTIFICATIONS

PGDBE Marketing

Diploma in Aviation & Hospitality Management