

Vinay Kumar Sharma

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**25 year experience in Business Development & Art Direction,
MBA - Marketing, M.A. - Public Administration, MJMC - Journalism, PGDCA,
17 year in Business Development & Art Direction + 8 year in Graphic Designing.**

Worked in: Plastic Film manufacturing Industries and Printing, Packaging & Advertising Agencies.

Core Competencies	Profile Summary
<ul style="list-style-type: none">* Business Development Manager,* Sales & Marketing,* Public Relations (PR),* Strategic Marketing Planning,* Client Relationship Management,* Brand Management,* Administration Management,* Operations Management,* Vendors Management,* Designs Direction,* Printing, Packaging, Publishing,* Corporate Communication,* MS-Office, CorelDraw, Photoshop,	<ul style="list-style-type: none">* 25 year experienced Professional in Marketing & Art Direction with Plastic Film Manufacturing Industries and Printing, Packaging & Advertising Agencies.* Skilled in using Paid-Services of Just Dial, Trade India, Indiamart as resources to acquire new clients.* Proven expertise in selling and marketing of Corporate & Business Communication Collaterals, plastics PVC/PetG Film, LLDPE Stretch Film, PP Vertical Garden Panels / Pots.* Proficient in managing end-to-end business operations, optimizing processes, and implementing efficient systems to enhance productivity.* Executive Assistance to Managing Director whenever required.
Education	Work Experience
<p>MBA Marketing from Alagappa Univ via Distance Mode.</p> <p>M.A. Public Administration from Subharti Univ via Distance Mode.</p> <p>MJMC Masters in Journalism & Mass Communication from Alagappa Univ via Distance Mode.</p> <p>PGDCA from Subharti Univ via Distance Mode.</p> <p>B.A. in Public Administration from Alagappa Univ via Distance Mode.</p> <p>ADIM 2 year Advanced Diploma in Multimedia & Animation from Arena Multimedia, Aptech Ltd., Delhi via Regular (full time) mode of study.</p> <p>DTP & MS-Office one year Certificate via Regular (full time) mode of study.</p>	<p>Since Mar'17: Plastic Film Manufacturing firm, Delhi, It's a small proprietorship firm, As a Business Development Manager on Retainership basis in Work from Home mode of working.</p> <ul style="list-style-type: none">* Key Result Areas: Built and maintained strong relationships with existing and potential clients.* Business Development: Developed and implemented marketing strategies to acquire new clients.* Sales: Managed the sales pipeline and conversion process, negotiated and closed deals.* Marketing: Managed company's online presence by using paid services of Just Dial, Trade India, and Indiamart.* Public Relations: Developed and maintained positive relationships with clients, vendors and industry professionals.* Administration & Management: Executive Assistance in various tasks to Managing Director whenever required, ensured smooth operation & efficient communication.* Design Direction: Provided design direction to Graphic Designers, Visualizers & Content / Copy Writers. <p>Nov'14 – Mar'17: Flame Advertising Company Pvt. Ltd., INS Agency, as Manager - Client Services.</p> <p>Apr'08 – Aug'14: Today Advertising Pvt. Ltd., INS Agency, as a Retainership Consultant - Creative & Marketing</p> <p>Apr'07 – Mar'08: Magnum Intergrafiks Pvt. Ltd., INS Agency. Here I was appointed as an Artist - Graphic Designer, after 3-4 months due to vacant position in company for Marketing Executive and my keen interest, company permitted me to play as a Marketing Executive in the market.</p> <p>May'99 – Apr'07: Unorganized Sectors, Delhi NCR, Graphic Designer Worked for 8 years in various small Proprietorship firms / Entrepreneurs / Design Studios as a Graphic Designer.</p>
Personal Details	
<p>Birth Details : July 1980 Language Known : English & Hindi Location : Easily can Relocate anywhere</p>	
Technical Expertise	
<p>* MS-Office * CorelDraw * Photoshop</p>	
Desired Job Type/ Employment Type	Any – Permanent, Contractual / Any – Full Time, Part Time, Retainership, Consultancy
Desired Shift / Mode of Working	Any – Day, Night, Rotational / Any – Work from Home, Work from Office, Hybrid, Remote, Online
Expected Salary in Hand	Rs. 40K to 1.25 Lac pm. Depends on : Type, Shift, Mode of Working, Place, Position & Responsibilities