

PRAVIN E. D'SOUZA

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MANAMA, BAHRAIN.

Seeking Managerial assignment with a growth oriented organization.

Professional Synopsis

Marketing professional for the last 10 years, I have worked with Multinational companies and managed brands from varied industries. Played a key role in large organizational projects such as the Prozone Mall Launch, CMAI -Apex Awards, Arrow Store launch, Endurance Vendor Meet, FedEx International Business League, Growell Mall Launch, Mumbai Cyclothon & Legends dinner, FedEx Flight Launch, Gitanjali Bollywood Night, Corporate Movie Screening for FedEx, FedEx Stall, Goa Super Sixes, Gemfields - Emeralds for Elephants, Dicitex Fashion Show, Yamaha Customer Meet & many more Events.

Specialties: In-depth knowledge in Marketing & Brands Management, Specialist in Events, Exhibition, Social Media, Advertising, Large scale Production & Fabrication of Events & Exhibition, Specialized in Vendor Management, Logistics, Admin, Creative Acumen, Negotiation Skill, Excellent Team leader with team building skills, Microsoft Office Programs, Website Creation, Photoshop, Coral Draw, Flash, etc.

Qualifications

- **MASTERS IN MARKETING MANAGEMENT FROM R.K INSTITUTE OF MANAGEMNT & RESEARCH - MUMBAI UNIVERSITY. April 2011-14.**
- **DEGREE IN BACHELORS OF COMMERCE FROM MUMBAI UNIVERSITY - March 2008.**

Professional Course

- **DIPLOMA IN EVENT MANAGEMENT FROM NATIONAL INSTITUTE OF EVENT MANAGEMENT.**
- **DIPLOMA IN FOOD & BEVERAGE - INSTITUTE OF HOTEL MANAGEMENT.**

Organizational Experience

ORGANISATION	PLACE	REPORTING	ROLES & RESPONSIBILITY	GROWTH PATH
MSR Management	Muharraq, Bahrain	Marketing Manager	Marketing & Sales Executive	March - 20 till date
Shamiyana Restaurant	Manama, Bahrain	MD	Marketing & Sales Manager	Sept -16 to Feb -20
Art Group	Mumbai	MD	Marketing Manager	Apr -13 to Aug - 16
Unison Entertainment	Mumbai	Business Head	BD Manager	Sep -12 to Mar- 13
Show stuff Entertainment	Mumbai	MD	Client Servicing & Operation Exec	Sep -08 to July -12

MSR MANAGEMENT CONSULTANTS

Key Deliverables:-

- Responsible for developing plans & strategies for **MARKETING & SALES** of **HYGIENE, HOUSEKEEPING, CLEANING** products into Healthcare, Educational, Corporate Offices & Leisure Facilities sectors across the kingdom.
- Researching, Mapping, Identifying, Targeting by self-generating leads, making meeting plans for new business deals & managing, retaining existing ones.
- Create awareness of and develop the brand.
- Create & Communicate brand awareness with target audiences, build and develop customer relationships.
- Drafting, Reviewing, Submission of quotation & follow up for contracts & payments.
- Develop marketing plans, advertising, direct marketing and campaigns & place advertisements.
- Support the marketing manager in delivering agreed activities providing feedback about market trends & changes, competitor activities.
- Work closely with in-house or external creative agencies to design marketing materials such as brochures and adverts.
- Produce creative content, including videos and blog posts
- Organize and attend events such as conferences, seminars, receptions and exhibitions
- Liaise with designers and printers and organize photo shoots
- Arrange the effective distribution of marketing materials
- Maintain and update customer databases
- Conduct market research, for example using customer questionnaires and focus groups
- Develop relationships with key stakeholders, both internal and external.

SHAMIYANA RESTAURANT

Key Deliverables:-

- Responsible for the business performance of the Restaurant.
- Analyze and plan restaurant sales levels and profitability.
- Organize marketing activities, such as promotional events and discount schemes.
- Create and execute plans for department sales, profit and staff development.
- Plan and coordinate menus.
- Coordinate the operation of the restaurant during scheduled shifts.

ART GROUP – (Asia’s largest Manufacturers of Glass Beads)

Key Deliverables:-

- Plan, develop & direct marketing efforts for a brand or product.
- Leading the activities for the retail verticals right from business planning and reviewing the effectiveness and ensuring top line profitability with optimal utilization of resources.
- Providing direction to execute promotions / launches as a part of brand building and market development effort.
- Developing launch strategy, execution plan and determining ROI as well as managing market survey, testing, pre & post launch promotions for new product and store launches.
- Steering various corporate ATL and BTL initiatives and tracking the effectiveness of the same along with the regional team.

- Planning and implementation of marketing strategies for achieving short & long term organizational objectives.
- Run social media channels (e.g. Twitter, Facebook and LinkedIn) to enhance audience engagement
- Looking for the day to day marketing and communication requirements of channel partners & company owned stores.
- Exploring innovative ideas to reach the TG, in terms of brand visibility, events & activation, tie ups, Exhibition, PR & joint promotions.
- Manage external marketing partners such as Event s & Exhibition Agencies, Advertising Agencies, Digital marketing firms, P R & Social Media.

SHOWSTUFF & UNISON ENTERTAINMENT

- Key Clients – FedEx, Gemfields, Gitanjali, Provogue, CMAI, Prozone Mall, Growell Mall, Endurance, Diesel, Arrow, Siyaram, UB group, Prozone Mall, Growel Mall, K Raheja Corp, Zicom, Yamaha, Raymond, Godrej, Dicitex, Skechers, Accor Services, Franklin Templeton, Fame Adlabs, Dicitex, UTV & more.

Key Deliverables:-

- Key Clients –Areas Covered:-
- Conception, planning, analysis and execution of Events , Exhibition and Activations.
- Making presentations which are visually appealing and in sync with client brief.
- Selling the conceptualized activity to clients.
- To create a healthy client partnership, mine more business from existing client base.
- To observe strict time lines and turnaround times.
- Implementation till the end.(What will work & What not)
- Managing daily activities of providing costing on enquiries for various activities.
- Overseeing and reporting the daily activities in order to deliver as per the commitments made to the client.
- Analyzing the market trend to conceptualize better ideas for events..
- Booking & Negotiation with vendors, contractors, suppliers and to delegate tasks.
- Ensuring quality delivery of the event and providing appropriate feedback to respective departments for better execution.

Managerial Skills:

- Excellent planning and time management skills with the ability to manage multiple projects under tight timelines and function effectively in tight paced environment.
- Proven skills in managing teams to work in sync with the corporate objectives & motivating them for achieving business and individual goals.

Personal Details

- Date of Birth : 1ST September 1987.
- Address : Mumbai, India.
- Languages Known : English, Hindi and Marathi.
- Marital Status : Married.
- Driving License : (Holding Bahrain license)