

Rajesh Sharma

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SUMMARY OF SKILLS AND EXPERIENCE

Accomplished and ardent, an advertising professional with strong 30 years of experience, presently running a well-established Advertising & Media buying house in Delhi by the name of “Real Advertising (P) Ltd.”. Encompassing Strategy development & planning, Creatives and Brand management, Communication strategy and development, Comprehensive Media strategy and planning, including new Media, Sponsorships & Brand ambassador.

Area of Expertise:

CREATIVE IDEATION

- Develop creative assets for events and marketing communication.
- Handle ideation and creative design for integrated communication campaigns.
- Alliance with client servicing and business development teams.
- Handle client meetings and chip in for creative presentations.

BRAND MANAGEMENT

- Conceptualize and implement marketing strategies; evaluate marketing budget and adherence to plan expenses.
- Liaison with creative agencies for brand / tactical campaign for briefing, the final selection of creative, production process and final product.
- Pact with Advertising and PR agencies for the management of advertising campaigns, POP development & Press releases.
- Build brand focus in conjunction with market requirements & capture optimum market shares.
- Collate Product information Vis-à-vis competition with market research & consulting agencies.

Professional Experience

Co-producer and possesses sole marketing rights of AADHI AABADI BAAT NAARI KI a women oriented programmed telecasts on DD News Every Saturday- 15.30 to 16.00 hours from 2005 to 2011.

PRODUCED SERIALS LIKE:

-Filmi Hulchul on Lucknow DD

-Aap Ki Pasand on Lucknow DD

-Kalam on DD METRO

-Eilmi – Filmi on Lucknow DD

-Produced more than 200 Ad Films & Corporate Films, amongst which these are the few which are currently on air:

Goldiee Masala, Rajshree, Madhusudhan Ghee, Madhusudhan Milk Powder, Woosh Detergent, Mr. Makhana, Krown Biscuits, Claycraft, Ziox Mobile, Inalsa Etc.

•**Staunch Researcher:** DD INDIA for the Middle East

•**Co-Founder:** Aadhi Abaadi Women Achiever Awards

•**Founder:** Dehradun International Film Festival

•**Founder:** Chandigarh Music & Film Festival

•**Co-Associate:** Bharat conclave (London) – An International Event to support artisans of India.

•**Founder:** Real Foundation (An NGO working for the empowerment of women and underprivileged children)

Educational Qualification:

B.com - Graduate from Delhi University