

## **RUCHI KASHYAP JAIN**

Professional with seasoned skill in marketing communication with proven experience of over 10+ years in building relationships with new and existing potential clients through networks, Associating with events from planning to execution. Expertise in developing strategies, establishing acquaintances with clients and vendors. A go-getter and Self-Starter individual believes in exploring things while learning & growing.

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### **QUICK WORK BRIEF**

#### Client Servicing/Event Marketing Services/Corporate Gifting

- Engaging with clients, Partners, vendors, co-worker
- Preparing proposal & Presentation for clientele.
- Meeting and Discussion with clients.
- Generating leads, and preserving database records.
- Executing events, coordination with operational & venue team.
- Working on event timelines & organizing event set up with vendors & team.
- Implementation of all marketing related activities & event campaigns.
- Multi-tasker, Prioritize work as per timeline.

#### Digital Marketing

- Social Media Intermediate
- Email & Mobile Marketing
- Internet Marketing
- Online Research
- LinkedIn Sales Navigator

Presently learning other digital marketing skills

### **PROFESSIONAL EXPERIENCE**

Principal Business Development – For Client [**Yellow.ai**] [For Thai, Indo, SG]

**POSCIG Technologies Pvt Ltd, [Pune]** | (June 2021- Feb 2022)

- Leading and supporting key internal team and drive engagement that supports building relationship.
- Research prospectus for new opportunities and contacts via networking LinkedIn Sales Navigator es.
- Data mining and validation, Email-campaign, follow-ups, Inbound Marketing
- Generating new leads, set appointments for qualified leads & teaming up with marketing/sales dept.
- Preparing all documentation required for requests for proposals (RFPs)
- Researching on emerging trends and recommending offerings to satisfy customers' needs.

- Developing and managing strategic partnerships to grow business.

Head - Marketing and Event Services

**Concept Store [Chennai & Bangalore]**

(May 2011- Dec 2016) Hybrid

- Responsible for procuring and marketing of corporate gifts & event services.
- Collaborating with the business team to cover insights & strategies to develop and implement marketing & branding strategies for new & existing clients.
- Sourcing Vendors, Suppliers, and Manufacturers & Distributors for all kind of client gifting requirement.
- Maintaining relationship with all vendors & keeping the potential records for the company.
- Client servicing from end-to-end.
- End to End coordination of marketing outreach, Onsite Branding, Collateral Management & Logistics.
- Responsible for all kind of operational & backend work with team.
- Handling and working together with finance & accounts dept. for the company.
- Working with creative dept. for designing & web related portals, eDM, Artwork.
- Supervising with operational & logistics dept.
- Handling Finance dept. for online payment & follow-ups
- Preparing of all types of reporting & MIS reports & event feedbacks.
- Sourcing & maintaining validated database of all vertical industries.
- Work closely with the clients to identify their clear needs and delivery to ensure that the team understands the requirements and is aligned.
- Aiding in multiple duties related to the event & corporate gifting services.
- Facilitated admin related work like handling & negotiating with hotels, Vendors, Managing travel, accommodation.
- Organizing & executing events & exhibitions for Brand Promotion.
- Handled Clientele like VMware, Xiaomi, Mi, Siemens, UL Solutions, Cowrks, RMZ Corp, Herbalife, Agencies like, Aura, Wizcraft, Shobiz, Fervent, GPJ, End To End, Neoniche Events, Kestone

Deputy Manager – Response & Operations

**Shobiz Experiential Communications Pvt Ltd.**

(Sep 2006- June 2010)

Deputy Manager - Response & Operations [Chennai & Bangalore]

Executive – Response & Operations [Chennai]

Intern - Response [Chennai]

Dept.: Integrated Event Marketing Services [IEMS]

- Responsible for activities related to Integrated Event Marketing Services (IEMS) in the company.
- Procurement & Vendor/Suppliers development for temporary manpower requirements and overseeing the hiring of temporary Tele-callers for various Projects.

- Delegate acquisition reporting to Client, Account executives & Branch manager-IEMS on a day-to-day basis.
- Creating & managing a team of Professional Tele-callers.
- Maintenance of Database provided by DB Team – ensuring data availability in prescribed format and ensuring the completion of Post Event MIS Report within the timelines.
- Getting briefs from different account executives & briefing Tele-com dept. on ongoing projects.
- Inbound Marketing on Vertical industries
- Responsible for preparing schedule of delegate acquisition for client approval. Effective and Efficient execution of response operation of multiple projects across various locations.
- Supporting the CRM in new business development initiatives. Communication & understanding of client and their business needs.
- Active participation in day-to-day branch operations and initiatives. Effective and Efficient Event Management at Onsite.
- Working with various teams – Response Team for Project Requirements, Creative & Copy team for Artwork Creative, Backdrops, etc, IT Team for building of Event Microsite, eDMs, Event Services, Production & Technical & Production team for Operations of Ongoing Projects.
- Coordination with specific vendors for project requirements related to DM Printing, Collateral Printing, Giveaway sourcing and production etc.
- Adherence to Project Budgets as sanctioned by CRM/Operation Lead.
- Preparation of MC Script, Event Flow and necessary checklist
- Coordinating for Reece & F&B & other event related hotel bookings.
- Facilitated admin related work like handling & negotiating with hotels, Vendors, Managing travel, accommodation.
- Handled Clientele like Symantec Antivirus, Accenture, Siebel, BEA Systems, Oracle, Accenture IM, Interwoven, VMware, Herbalife, Tata Nano, Singapore Tourism Board, Pakistan Tanners Association, CII, LinkedIn

**Achievements – Double promotion in 2008 as Deputy Manager – Response & Operation dept. for Chennai & Bangalore office. Handling Response & Operational work along with the team for IEMS dept.**

Executive - Response

**Sercon India Pvt Ltd**

(June – Aug 2005) 3months Chennai

**Project** - SUN TechDays organized by Sun Microsystems in Chennai for 3000-4000 pax

**Achievements: - A successful project & event. Was appreciated by all the senior managers and CEO of the Sun Microsystems. Achieved in getting huge number of people with right profiled audience.**

## **EDUCATION**

Post-Graduation

- \* Loyola College, PULC
- \* MBA – Marketing Management [2018-2021]

#### Graduation

- \* Madras University, Chennai
- \* B.com [2005-2008]

#### High Schooling

- \* Guru Shree Shanthi Vijay Jain Vidayala School [CBSE]
- \* Commerce [2005]

#### **SKILLS & KNOWLEDGE**

Marketing, CRM, Events, social media, Networking, Data Research, Data Mining, Vendor Management, Lead Generation, Integrated Marketing, Operational Service, Communication & Adaptability

- Proficient in Ms-Office, Basic of Adobe, Canva, Inshot

#### **HOBBIES**

Surfing, Music, Workout, Traveller, Interior Deck-up, Reading Books.

#### **PERSONAL DETAILS**

- \* D.O.B: 05-04-1988
- \* Father's Name: Mr Dinesh K. Jain
- \* Mother's Name: Mrs. Kala Jain
- \* Language Known: English, Hindi
- \* City: Chennai

Declaration – I solemnly assure that above information mentioned herein is true & correct to the best of my beliefs.