



## **Vinay Gupta**

### **Personal Information**

**Handset :-** 0 9810282535

**Date of Birth:-** 16<sup>th</sup> September 1977

**Present Address:**

P-3C-082, Princeton Estate,  
DLF, Phase – V  
Gurgaon – 122002

### **Summary of Work Experience**

**Over 25 years of experience in the service industry, in communication and client relationship functions.**

### **Skills Developed**

- Proven Leadership Skills of spearheading a team.
- P&L management for running the retail agency.
- New Business Development.
- Strong Inter-personal, Communication Skills.
- Quality delivery under stringent deadlines.
- Deeper understanding towards aligning requirements to client expectations
- An avid learner to continuously enhance contribution.

### **Work Experience**

#### **Drumroll Advertising Pvt Ltd. (April 2021 till current).**

Designation: National Business Head

Responsibilities:

- P&L management for the company.
- Key account management.
- New business development at a national level.
- Recruit, develop and sustain the team members.
- Vendor Control and Management.

#### **IgniteMudra (a DDB Mudra & Tribes Communication JV) (January 2016 till March 2021)**

Designation: Associate Vice President

Responsibilities:

- New business development at a national level.
- Recruit, develop and sustain the team members.
- Vendor Control and Management.
- Design details and guidance.

- YOY target – acknowledged as number one achiever for constant years with the organization.

**Percept Out of Home, A division of Percept Ltd. (February 20012 till December 2016).**

Designation: Regional Head - North & East

Responsibilities:

- P&L management for North and East retail vertical
- Key account management
- Develop North & East region as growing and sustainable market for the organization in field of Retail Marketing
- Managing existing key accounts and develop business.
- Achieving target numbers
- Recruit, develop and sustain the team members in North and East India.
- Complete process control.

**Platinum Communications Pvt Ltd, a division of Madison Group (October 2008 till January 2012).**

Designation: Sr. Business Manager

Responsibilities:

- Responsible for business stream of Retail and Navigation nationally.
- Managing team nationally for existing client base.
- Responsible for generation of revenues.
- Overall guidance to the team.

**Primesite (February 2005 till September 2008), a division of Mudra Communications, headquartered in Mumbai**

Designation: Manager

Responsibilities:

- Responsible for contribution in bottom line through business generation.
- Responsible for smooth functioning of existing clients and new clients.
- In-charge of all design and execution activities:
  - Analyzing scope of work involved for designing and thereafter executing.
  - Guiding team for making GAD / Schedules in specialized Navigational Signage Program
  - Finalizing materials for production.
  - Finalization of vendors based on execution capability and commercial proposals.

- Guiding execution team from graphical layout to final detailing and prototyping with material specifications, including hardware, base materials, printing formats for graphics.

**Ramms India Private Ltd (November 2002 till January 2005), a division of the MAA Group**

Designation: Account Supervisor

Responsibilities:

- Servicing clients like ICI India Ltd., Hewlett Packard, Frito-Lay India, Hindustan Levers Ltd.
- Exploring client requirement in retail environment and suggesting solutions thereafter.
- Responsible for smooth functioning of the daily merchandising activity for various clients like, Sony Ericsson and HSBC
  - Selecting and recruiting merchandisers for the activity based on requirements given by the various clients.
  - Explaining the key role and responsibilities to the supervisor and the merchandisers.
  - Explaining the merchandising manual / guidelines to merchandising in-charge and also to the supervisors of the merchandisers.
  - Providing necessary guidance from time to time to the merchandising in charge in smooth running of the activity.
- Assist in new business development

**Enterprise Nexus Communications (November 2001 till October 2002).**

**A premier advertising agency, headquartered in Mumbai**

Designation: Project Executive

Responsibilities:

- Servicing existing client base
- Conceptualise product launches, promotions and events
- Co ordination with vendors for timely implementation
- Supervising execution of exhibitions

**R K Swamy / BBDO Advertising (September 1999 till October 2001).**

**A premier advertising agency, headquartered in Chennai**

Designation: Jr. Account Executive

Responsibilities:

- Servicing clients like Fedders Lloyd and Ebony
- Responsible for smooth operations
- Translating clients brief for creative, evaluate creative
- Explore outdoor advertising opportunities.
- Billing and Collection of outstanding

***Education***

- ✓ **Post Graduate diploma in Sales and Marketing (1997-1999)**  
National Institute of Sales
- ✓ **Bachelor in Commerce (1999)**

- Delhi University
- ✓ **AISSCE (1996) (+2)**  
Manav Sthali School
- ✓ **AISSCE (1994) (Class X)**  
Manav Sthali School

***Interests and  
Activities***

- Traveling
- Interacting with people
- Swimming
- Table Tennis