

# Biswanath Chowdhury.

## Brand Marketing Manager



17 Years 0 Month



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chowdhurybiswanath08@gmail.com



## Profile Summary

A competent professional with 16 years of experience in Customer Handling, Vendor Management, Outdoor Advertising, ATL, BTL, Office Administration, Branch Accounts, Events, Exhibitions, BTL Activation, DOOH, Retail Branding, Trade Marketing. Proficient in vendor identification & Negotiations. Gained experience in coordinating with the vendors for enhancing the process. Capable of launching and developing brands, enhancing brand effectiveness and monitoring brand health. Skilled in effectively streamlining systems to facilitate achievement of organizational objectives and thus ensure profitability of operations. Deft in organizing, interpreting and communicating market information to facilitate the decision making process of the top management. A keen communicator with excellent relationship management skills.



## Key skills

- exhibitions
- client servicing
- media planning
- media buying
- business development
- marcom
- branding
- outdoor advertising
- brand marketing
- trade marketing
- btl activation
- atl
- ooh
- dooh
- marketing
- sales
- brand management
- advertising
- retail branding
- btl



## Personal Information

City **Kolkata**

Country **INDIA**



## Languages

- English



## Education

B.B.A/ B.M.S, 2008

West Bengal University of Technology  
(WBUT)

12th, 2004

CISCE(ICSE/ISC), English

10th, 2002

CISCE(ICSE/ISC), English



## Work Experience

Jul 2023 - Present

Brand Marketing Manager  
Utkarsh India Limited

Utkarsh India Limited is a leading manufacturer and supplier of high-end engineering products and services in the infrastructure, agriculture and domestic water piping industry. I look after the Btl Activation, Btl Marketing, OOH, Events, Exhibitions

Jul 2022 - Jun 2023

Senior Manager  
Bharat Media Group ( A part of Dailyhunt )

BTL, Trade Marketing, ATL, Events, Activation, Vendor Management,

- Hindi
- Bengali



## Social links

<https://www.linkedin.com/in/biswanath-chowdhury08/>

OOH, DOOH New Business Development & Client Servicing

**Apr 2018 - Jul 2022**

Head Business Development

**Koncept Webitisement**

Outdoor AD, Sales &Marketing, BTL, ATL, TVC, RADIO, PRINT, BTL ACTIVATION, MEDIA BUYING, PLANNING, OOH, DOOH, CINE MEDIA, AIRPORT ADVERTISING

**May 2015 - Apr 2018**

Manager Business Delivery Outdoor and Events

**Creative Media Services**

Outdoor Ad & Events, Client Servicing, Vendor Management, Marketing, Media Planning and Buying , BTL

**Sep 2012 - Apr 2015**

Senior Executive Branch Accounts & Administration

**Conferences Incentives Management India Pvt. Ltd., Kolkata**

Interfacing with cross functional departments for ascertaining procurement plans of raw materials. Assisting the internal Marketing team in various activities including preparation of sales data, follow up, maintaining customer details, Event Management etc. Speaking to vendors, fixing up appointments and organizing meetings Providing sales support to the sales team by preparing proper proposals on sales and inventory Extending administrative / back office support to the sales team for achievement of the set targets by identifying loopholes in business plans & suggesting corrective actions to improve the same Coordinating with all zones and preparing & generating daily, weekly & monthly MIS reports Extending value added customer services by attending customer queries and issues Guiding employees. appraising and reviewing their performance and ensuring optimum performance

**Sep 2008 - May 2012**

Senior Outdoor and Operations Executive

**Selvel Advertising Pvt Ltd North Bengal**

Outdoor Advertising, BTL, Activation, Branch Management, ATL Successfully launched Uninor, Vodafone , MTS, Docomo in North Bengal Market

**Feb 2008 - Jun 2008**

Junior Executive

**Calcutta Medical Research Institute, Kolkata**

Floor Coordinator



## Projects

**531 Days**

**Events Handled in Utkarsh India Limited**

Handled prestigious events both in India & Abroad.



## PERSONAL INFO

Address

22/D Kazi Para Road, Parnasrer Pally, Behala. Kolkata 700060

**Marital Status**

Married

**Date Of Birth**

01.10.1985