**Harsh Shukla** Date of birth – 08th Feb 1989

Harsh8289@gmail.com

Age: 30

**E-mail** : harsh8289@gmail.com | **Phone** : +91 7980825988

 Work Experience – 8 Years 8 Months

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| **EDUCATION** |
| B.Tech | East Point College of Engineering & Technology , VTU , Bangalore | 2011 |
| 10+2 ICSE & ISC | Calcutta Public School , Kolkata | 2007 |
| **PROFESSIONAL EXPERIENCE** |

Indian Chamber of Commerce**,** Department of Economic Affair & Policy, Executive Officer May’18- till date

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| **Project Experience** | * Worked closely with the BFSI Regulators like : SEBI , RBI , IRDAI , ICSSR, IBBC & Ministry of Finance, Govt. of India
	+ Conducted their policy launch for regulators and company meetups to create a channel of investor education.
	+ Conducted 18 Events in the BFSI ecosystem like : Banking Summit , Derivatives Conference , Fintech Summit , Starentrepreneurs , Insolvency and Bankruptcy Summit , Retail Savings in B30 cities , Mutual Fund Penetration , Mutual Fund summit , SME training , SME & MSME workshop & Insurance awards in Bangkok
	+ All the TTL and BTL activities were revenue generating and had to gather sponsors by reaching out to industry leaders
	+ Extremely good with Marketing analytics and Lead Generation.
	+ Digital Marketing in the areas of Social Media , Email , Content and Events with major weightage to social media and events
	+ Skills : PPC , Social Media & SEO
	+ **Achievements: Total Revenue brought to company of 86.5 Lakh from companies that have never sponsored before mostly and some existing clients.**
* Create a method of consultation for SMEs from manufacturing, service industry, allied industries and start-ups companies for business growth, improvement of knowledge, transformation & transition of SMEs, business & finance management system, business process ecosystem, enhance capabilities & capacities, focus on productivity and quality improvement, awareness about various facilities & incentives, formalities and procedures of international trade, compliances, advantages and impact of GST and strengthen them to survive in the competitive era of Make-In-India
	+ Plan and coordinate cross border management initiatives in different locations
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| **Other Responsibilities** | * Managed a team of 3 people out of which 2 people for Delegate Mobilization and 1 person for ATL & BTL Activities
	+ ERP System ;
	+ Logistics management for all the events
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**Aakash Institute.,** Senior Marketing Manager , Kolkata Feb’15 – May’18

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| **Responsibilities** | * + India’s premium education service company Aakash Institute as a Marketing Manager – Branding and Promotions.
	+ Very well connected and verse with the education ecosystem in Kolkata with almost 200 organizations ( schools ) and 150 Principals as my connections.
	+ Conducted & Delivered seminar on Time & stress Management & Career Guidance session to almost 4000 students to create brand value and brand recognition and organized 4 Principal’s Meet in Durgapur , Kolkata to have a Brand connect with Schools and their Principals.
	+ Connected with great speaker like MJ Rajesh Fernando and Simerjeet Singh .
	+ And finally opened 2 new centre for the franchise in Barrakpore and upcoming one in Garia. (Kolkata)stage
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| **Accomplishments** | * Managed a team of 21 excellent people who helped me successfully open 2 new location with cash flow positive business
* Able to increase the marketing team revenue from 2015 – 400 admission to 2018 – 850 Admission of INR 2.5 Lakh each
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| **Initiatives & Recognition** | * Was awarded “Best Employee” for two years 2016 & 2017
* Involved in “Buddy Program” to acclimatize new recruits to the company culture and mentor them
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**NextBigWhat,** Team Leader , Bangalore July’13 – Feb’15

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| **Responsibilities** | * Well established TechMedia company for startups and entrepreneurs –NextBigWhat (ZaktiTechMediaPvt Ltd.)
* Started two of India’s biggest known vertical events – bigMobility conference and UnPluggd, setting up a team of 20 people and understanding and learning about new processes like advert sale, advertisement and public relations.
* Promoted from Sales executive to Sales and Marketing Head for the company in almost two years .(Bangalore)
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| **Academic Projects** | * Certified and trained by Simplilearn Entrepreneurial Program.
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**Fleming Europe,** Sr.Sales Executive , Bangalore May’11 – July’13

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| **Responsibilities** | * An international sales company (Fleming Gulf International-Fleming India Management Solutions) for International sales, learning and developing my knowledge in client interaction, process sales , team management , and communication .
* Sponsorship sales for events in the middle east ( Property events).(Bangalore)
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| **Academic Projects** | * **NA**
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| **LEADERSHIP EXPERIENCE** |
| **Positions of Responsibility** | * Member, **Core Organizing Committee**, Spandan – **East Point Engineering a& Technology** held at VTU
* Member, **Organizing Committee**, Mad Acts **National Youth Festival** at VTU
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| **AWARDS & ACHIEVEMENTS** |
| **Academics** | * Selected for Technical Paper Presentation in Anveshan, Technex **All India Engineering Model Exhibition**
* “Certified and trained by Simplilearn Entrepreneurial Program”
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| **OTHERS** |