|  |  |  |
| --- | --- | --- |
| Name: | Ambareeshan P S |  |
| Contact: | 8848475853 |
| Whatsapp: | 8547217319 |
| Email: | ambareeshan.ps@gmail.com |
| Gender: | Male |
| Current Company: | Kinnect Media Pvt. Ltd. |
| Objective: | To acquire excellent knowledge and skills by taking up a challenging marketing role where my acquired skills can be utilized to achieve the organizational objectives and also to increase my personal knowledge through continuous learning and knowledge sharing. |
| Skills: | Brand Management, Integrated Marketing Communication, Facebook Ads Manager, Account Management, MS Office, Adobe Photoshop, Adobe lightroom, Market Research, Google Analytics, Digital Marketing, Traditional Marketing, Design Thinking and Innovation |
| Languages: | English, Malayalam, Hindi, Tamil |
| Notable Achievements: | Gold Medalist in AcademicsFirst in Design Thinking and Innovation |

|  |
| --- |
| **Work Experience** |
| Company: | Kinnect Media Pvt. Ltd. |
| Duration: | December-2021 – Present |
| Designation: | Associate Account Manager |
| Job Profile: | Managed a team of 4 members to successfully carry out client requirements, and also formulated social media and digital marketing campaign ideas that are in line with the client brand guidelines to meet client expectations and thereby achieve (and mostly exceed) planned lead numbers.Brands Handled – TVS Jupiter 110, TVS Jupiter 125, Casagrand Builders. |
| Company: | Social Beat Digital Marketing LLP |
| Duration: | April’20 – December’21 |
| Designation: | Social Media Marketing Specialist |
| Job Profile: | Carried out client tasks responsibly to build a digital presence for the client brands by managing cross functional teams to deliver planned numbers on Google and results on their respective Website front. I also digitally marketed the client brands firsthand to successfully achieve and exceed planned lead numbers through Facebook Ads manager. Brands Handled – Brigade Group (Real Estate), Kinara Capital (BnF), CapitaLand (Real Estate), Scaler (EdTech), Azafran (Organic Self care). |

|  |
| --- |
| **Internships** |
| Company: | Social Beat Digital Marketing LLP |
| Duration: | December’20 – March’21 |
| Designation: | Social Media Marketing Specialist |
| Job Profile: | Carried out client tasks responsibly to build a digital presence for the client brands by managing cross functional teams to deliver planned numbers on Google and results on their respective Website front. I also digitally marketed the client brands firsthand to successfully achieve and exceed planned lead numbers through Facebook Ads manager. Brands Handled – Brigade Group, CapitaLand, Kinara Capital |
| Company: | Siorai Technologies Pvt. Ltd. |
| Duration: | April’20 – May’20 |
| Designation: | Market Strategist |
| Job Profile: | Conducted Market research on the existing environment of E- Grocery stores with specific focus on BigBasket, and also studied and presented their functioning to help Siorai Technologies Pvt. Ltd. in their planning and setup to successfully establish themselves in the E-Grocery segment. |
| Company: | Decathlon India |
| Duration: | July’18 – November’18 |
| Designation: | Sales Associate |
| Job Profile: | Handled sales front of Decathlon Belapur’s (Navi Mumbai) Mountaineering and Adventure Sports brand (Quechua), successfully achieved the daily targets set by the brand, and also made sure that, majority of the time, Quechua achieves the highest sales numbers compared to the other brands of Decathlon. |
| Company: | ESAF Retail Pvt. Ltd. |
| Duration: | April’17 – May’17 |
| Designation: | Marketing and Sales Intern |
| Job Profile: | Procured purchase orders from 62.5% of the Supplyco sales outlets considered in Thrissur District (Kerala), for a renowned Tea Brand. |

|  |
| --- |
| **Awards and Certifications** |
| First in Academics – Gold Medalist of Batch 2015-‘18 |
| First in IFIM Innovators – Innovative Business idea using Design Thinking and Innovation |
| Inbound Marketing Certified |
| Google Digital Unlocked – Fundamentals of Digital Marketing |
| Amity Law School - Minor in Human Rights |
| Amity Institute of Behavioral and allied Sciences Certification |
| Amity School of Languages – Communication Skills Certification |
| Amity School of Languages – Foreign Language (French)) certification |
| Harvard Business Publishing Speadsheet modelling course |
| Harvard Business Publishing Quantitative Methods course |
| Harvard Business Publishing Financial Accounting course |
| Harvard Business Publishing Mathematics for Management course |

|  |
| --- |
| **Reports** |
| The Impact of Digital Marketing in Sports Shoe Industry |
| Case Study on “Advertising during the Pandemic: A case study on advertising industry and its take on cause-related marketing”: collected and analysed the change in advertisement style during the COVID-19 pandemic to identify and understand how causes can be used in advertisements to generate interest and awareness as well as create relevance and consideration. |

|  |
| --- |
| **Projects** |
| Developed a 'Brand Strategy Blueprint'- Created a new product idea - ‘Shout’ – (A clothing store that helps you ‘express yourself’). Developed the Brand Strategy for it, including Brand Identity, Brand Positioning, Brand Idea, Brand Architecture and Launch Ad Film and received the highest marks for the same |
| Developed a 'Marketing Communication Plan'- Created a new product idea – ‘KEDOS’ – A sanitizing/disinfecting air curtain. Developed the Marcom Plan for it, including the Creative & Media Strategy, Launch Ad Film, Social Media Marketing and Guerrilla Marketing. |

|  |
| --- |
| **Education** |
| Institution: | IFIM Business School, Bengaluru |
| Batch: | July 2019 – April 2021 |
| Course: | PGDM – Marketing and Digital Business |
| CGPA: | CGPA – 6.89 |
| Institution: | Amity University, Mumbai |
| Batch: | August 2015 – April 2018 |
| Course: | CGPA – 6.99 |
| CGPA: | Bachelor of Business Administration |
| Institution: | Bharatiya Vidya Bhavan, Poochatty |
| Batch: | Batch of 2012 |
| Course: | Higher Secondary Education |
| Percentage: | 74.4% |
| Institution: | Bharatiya Vidya Bhavan, Poochatty |
| Batch: | Batch of 2010 |
| Course: | Secondary School Education |
| CGPA: | 9.2 |