

TABEER

OSMANI

EVENTS. ACTIVATIONS. DIGITAL ENGAGEMENTS

TABEER OSMANI



A MARKETING AND EVENTS
PROFESSIONAL WITH 8+
YEARS OF PRACTICAL
EXPERIENCE IN SALES AND
MARKETING WITH EXPERTISE IN

- BTLS.
- BRAND ACTIVATIONS.
- EVENT MANAGEMENT.

TABEER OSMANI

ACHIEVEMENTS

- CREATED A SUCCESSFUL ONLINE MEDIA CAMPAIGN USING THE SERVICES AVAILABLE WITH OCHRE MEDIA FOR PHARMA EVENT, CPHI IN MUMBAI.
- CREATED VARIOUS BTL CAMPAIGN FOR CLUB MAHINDRA ACROSS VARIOUS SHOPPING MALLS AND RESTAURANTS IN HYDERABAD. FOR PROMOTIONS AND SUBSEQUENT DATA/LEAD GENERATION.
- CONDUCTED A SUCCESSFUL PARTNER MEET CONFERENCE, FOR EXENSYS FOR HIRING NEW PARTNERS AND ACCOLADE EXISTING ONES.
- RE BRANDING EXERCISE FOR EXISTING RESTAURANT CHAIN. CONDUCTED VARIOUS BTL AND ATL ACTIVITIES TO FAMILIARIZE THE MARKET WITH THE BRAND. AND INTRODUCED A NEW BRAND OF ORIENTAL CUISINE IN THE MARKET WITH ASSOCIATED BRANDING RECALL PROMOTIONS.
- CREATED A NEW DIVISION OF DIGITAL MARKETING SERVICES, FOR CURRENT EMPLOYEE, AND HOLD A PORTFOLIO OF CLIENTS RANGING FROM A CHAIN OF DIAGNOSIS CENTRES, BUSINESS SCHOOL, CAB/CONCIERGE SERVICES, FASHION DESIGNER AND AUTOMOBILE EVENTS.
- REESTABLISHED AND REINVENTED THE BTL AND EVENTS DIVISION FOR CURRENT EMPLOYEE.
- LAUNCHED THE NEW MAHINDRA VERITO VIBE HATCHBACK ACROSS MALLS AND CORPORATE IT PARKS ACROSS HYDERABAD.
- LAUNCHED AND EXECUTED THE FIRST EDITION OF OFF THE RECORD, AN INDIE SHOW PROPERTY FOR ROWSON'S RESERVE(DIAGEO) IN HYDERABAD
- EXECUTED 2013-14 NEW YEAR EVENT FOR COUNTRY CLUB INDIA PVT LTD IN NAGPUR FROM PRODUCTION TO ARTIST MANAGEMENT AND EXECUTION.
- EXECUTED AND MANAGED THE AIB SHOW 'THE ROYAL TURDS' IN HYDERABAD FOR OML/NH7

SPECIALTIES

- CUSTOMER RETENTION AND LOYALTY PROGRAMS
- LEAD GENERATION PROMOTIONS,
- PRODUCT PROMOTIONS,
- ATL AND BTL ACTIVITIES,
- SALES PROMOTIONS,
- WEB PROMOTIONS,
- BRANDING AND RE-BRANDING EXERCISES TO VARIOUS OTHER MARKETING RELATED SERVICES.
- EVENT MANAGEMENT
CONCEPTUALISATION. PRODUCTION.
EXECUTION

TABEER OSMANI

NOVEMBER 2012- DECEMBER 2013

LEAD-URBAN INITIATIVES INSIGHT INTERACT-INSIGHT OUTREACH PVT LTD AND PARTNER-LEAD-INSIGHT INBOX

- BUSINESS HEAD-SOCIAL MEDIA SOLUTIONS/EVENTS
- SOCIAL MEDIA MARKETING SOLUTIONS SALES.
- EVENT PLANNING AND EXECUTION
- BRAND ACTIVATIONS
- EXPERIENTIAL CAMPAIGNS
- ARTIST MANAGEMENT

DECEMBER 2011- OCTOBER 2012 OCHRE MEDIA PVT LTD | HYDERABAD

- BUSINESS HEAD-SOCIAL MEDIA SOLUTIONS/EVENTS
- SOCIAL MEDIA MARKETING SOLUTIONS SALES.
- CLIENT MAPPING
- SOLUTION MAPPING
- CLIENT SERVICING
- EVENT PLANNING AND EXECUTION

SEPTEMBER 2010- JULY 2011 CATALYST MINDS | HYDERABAD

AVP

- INTERNAL MANAGEMENT
- CLIENT MANAGEMENT
- SALES AND MARKETING OPERATIONS
- TEAM MANAGEMENT
- STRATEGIC ALLIANCES
- STRATEGY AND CONSULTING
- COMMERCIAL EVALUATION
- STRATEGY AND PLANNING
- CONSULTING

APRIL 2008- AUGUST 2010 EXENSYS SOFTWARE SOLUTIONS PVT LTD | HYDERABAD

SALES AND MARKETING SR. MANAGER

- REGIONAL SALES AND MARKETING PLANNING AND FORECASTING
- MARKETING AND PROMOTIONS.
- CHANNEL PARTNER MANAGEMENT
- EVENT MANAGEMENT

NOVEMBER 2006- NOVEMBER 2007 | BLENDZ HOSPITALITY PVT LTD |
HYDERABAD

MARKETING, BRANDING AND PROMOTIONS MANAGER

- BRAND MANAGEMENT.
- PR AND PROMOTIONS
- CO BRANDING AND BTL
- AGENCY MANAGEMENT

MAY 2005- OCTOBER 2006 | CLUB MAHINDRA | HYDERABAD.
BUSINESS DEVELOPMENT AND PROMOTIONS MANAGER.

- SALES AND MARKETING PLANNING.
- BRANDING.
- BELOW THE LINE PROMOTIONS AND CO BRANDING ACTIVITIES.
- AGENCY AND TEAM MANAGEMENT.

FEBRUARY 2003- MARCH 2005 | DELOITTE | HYDERABAD.

PROCESS ASSOCIATE

- BUSINESS PROCESS SOLUTIONS
- BUSINESS RESEARCH AND ANALYSIS
- TRAINING AND MENTORING NEW ASSOCIATES.

MAY 2001- FEBRUARY 2002 | ANDROMEDA MARKETING PVT LTD | MUMBAI

- CUSTOMER SERVICE TEAM LEADER
- CUSTOMER SERVICE AND SALES
- TEAM MANAGEMENT
- PROMOTIONS

CAREER HISTORY

TABEER OSMANI

CONNECT

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