

# VIGNESH PEMMASANI

Mobile: 9840418707 | Email: vignesh.pemmasani@gmail.com

LinkedIn: [www.linkedin.com/in/vigneshpemmasani](http://www.linkedin.com/in/vigneshpemmasani)

Portfolio: [www.vigneshpemmasani.com](http://www.vigneshpemmasani.com)

## ABOUT ME

Brand/Project manager with 9+ years of experience owning all stages of project lifecycle from inception through monitoring and closing to deliver projects that exceed expectations on time and on budget.

## PROFESSIONAL EXPERIENCE

### ➤ WORD POWER COMMUNICATIONS PVT LTD

Brand Manager (*April 2016 – Till Date*)

Project Manager (*June 2014 – March 2016*)

Clients Incharge : Citi India

#### Key responsibilities:

- Provide end-to-end project management
- Scope project requirements and prepare budget
- Develop a detailed project plan and monitor progress
- Collaborate with internal teams to design, develop and implement digital projects
- Deliver projects on time ensuring quality standards are met
- Develop support documentation including risk logs and requirement specifications
- Communicate with the team and ensure all members are on board with delegated tasks
- Highlight potential risks or malfunctions and act proactively to resolve issues
- Seek opportunities for improvement and suggest new projects
- Develop and enrich customer service experience
- Help promote uniformity and consistency of brand
- Develop innovation strategies for ATL & BTL activities

### ➤ CRAYONS ADVERTISING

Client Servicing Executive (*March 2012 – August 2013*)

Clients Incharge : IndianOil, Tata Motors, Girias India

#### Key responsibilities:

- Drive profitable sales, brand growth and loyalty for a number of business areas

- Create and enhance agency and partner relationships
- Identify brand-building areas
- Ensure brand communication for areas of responsibility are consistent with the company and brand positioning
- Coordinate and manage content management and information sharing among departments, divisions and external customers and divisions
- Provide design and direction for collateral, web, product packaging, and other visual communications media for the company

➤ **Optima Response – Intern**

### EDUCATION

- Advanced Certificate in in Digital Marketing and Communication (upGrad & MICA) – 88.52%
- PGPM FLEX (Great Lakes Institute of Management, Chennai - 2018-2020) – (CGPA - 2.92/4)
- Post Graduate Diploma in Advertising Management (Advertising Club Madras (2010 - 2011))
- Bachelor of Science, specialization in Visual Communication (The New College (Autonomous), Chennai (2007-2010))

### SKILLS

- **Software** : MS Word, MS PowerPoint, Adobe Photoshop.
- **Languages Known** : English, Hindi & Tamil, & Telugu.

### PERSONAL INFORMATION

Date Of Birth	:	14 <sup>th</sup> September, 1988
Gender	:	Male
Marital Status	:	Single
Phone	:	09840418707
LinkedIn Profile	:	<a href="http://www.linkedin.com/in/vigneshpemmasani">www.linkedin.com/in/vigneshpemmasani</a>
Portfolio	:	<a href="http://www.vigneshpemmasani.com">www.vigneshpemmasani.com</a>

### DECLARATION

I hereby declare that the information furnished above is true to the best of my knowledge and belief.

Place: Chennai

Date:

(Vignesh Pemmasani)