

DEV DUTT

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Place: New Delhi

A **Certified Digital Marketer** from Calcutta Media Institute with 10+ years of experience in **Strategic Planning, Brand Management, Advertising & Marketing**. I am a dynamic, highly motivated, result-oriented professional with a proven track record of success in the fields of communication and customer service. As a Brand Management professional, I always lay special emphasis on relationship building and client servicing; and customer satisfaction is my top priority.

Work Experience

- **September 2018 - Present | Manager - Strategic Planning & Brand, ABP Group**
My role involves providing region specific insights applicable to the Bengal/Eastern region market. I have also been handling the Northern and Western region markets. Notable achievements include **Sugar Free** Brand Activation, **Mondelez's** annual property (Cadbury Mishti Shera Srishti), **Kalyan Jewellers** ongoing 'Lagnajita' campaign, **P.C. Chandra Jewellers** Gold Lites Diva, **HUL's Ponds Pujor Nandini** campaign and **Colgate** Dental Strong Campaign.
- **Jan 2018 - Sept 2018 | Sr. Brand Director of PepsiCo portfolio, J. Walter Thompson**
Mountain Dew: I led the 2018 brand campaign for PepsiCo's most successful and revenue generating brand. We developed an innovative campaign strategy by creating a web series in collaboration with VICE (leading international content creation giant) which showcased real-life heroes who had gone on to scale new heights in life by triumphing over various adversities.
Gatorade: Implemented brand innovations and strategy with 'Sweat More' campaign with PV Sindhu and Neeraj Chopra in 2018.
Sting: Drove brand engagement for the only 'Energy' drink in the PepsiCo portfolio.
Himalayan Mineral Water (NourishCo Portfolio): I led the Natural Mineral Water portfolio for PepsiCo, which was in partnership with the TATA Group. Drove several brand campaigns including Himalayan Sparkling Water campaign with notable fashion designer Masaba Gupta.
- **May 2016 - January 2018 | Group Account Manager, Ogilvy & Mather (Soho Square)**
Luminous Power Technologies (Home Electricals) – I led from the front to get the business on-board both in terms of Planning and Management. Had received appreciation from the Branch Head as well as the Planning team for the same.
Nestle Milo (FMCG) – Re-launched the health drink in India through the much appreciated 'Grow with Sports' campaign in 2017. My contribution to the campaign was more from a Planning forte.
Voltas Air Conditioners (Consumer Electronics) – Worked on India's top AC brand and had been the frontrunner in the unveiling of the famous 2016-2017 'Murthy' campaign, which went on to win several awards.
Honda Cars India (Automobile) – Drove the entire ATL, Digital and BTL communication for Honda Amaze and Mobilio including major launches and regular brand campaigns.
Lava and Xolo Phones (Mobile Handsets) – Managed several festive campaigns for both the brands.
Adani Realty – Managed the launch (ATL & BTL) for their iconic property **Samsara** on a pan-India basis.
Bata India Limited (Footwear) – Was part of the team that won the business in a multi-agency pitch.
- **April 2014 - September 2015 | Project Manager, McCann Erickson Worldwide**
Telenor India (Telecom) – I was a key player on the team that won the business. Subsequently, had been a part of the Telenor India launch campaign in 2015.
Aircel (Telecom) Corporate & Data Portfolio - Aircel has been the biggest brand in terms of revenue for McCann, New Delhi. Was closely involved in the management of ATL & BTL campaigns for the agency's flagship account, namely, **Chennai Super Kings and Atlético de Kolkata Campaigns** in 2014-2015. Core responsibilities included managing a team of two and liaising with the different stakeholders. Regularly monitored competition - the industry trends, category analysis, ongoing communication and marketing strategies. The campaign comprised Print, Retail along with 3 TVCs for Aircel.

- December 2012 - April 2014 | Account Executive, Cheil Worldwide (Samsung)**
 Acquired in-depth telecom exposure by being a part of the Samsung HHP (hand-held-products) Team which managed flagship Mobile Phones and Digital Cameras. Drove operations single-handedly and was also a part of strategy for the launch of the **REX Mobile** in 2013. Played an active role during the launch of the **Galaxy S5, Note 3, S4 and Tab3** campaigns in India. Actively responsible for Samsung's most successful mid-segment mobile phone **Galaxy Grand 2's** launch in 2014, which included a complete 360 degree campaign.
- June 2012 - December 2012 | Copywriter, ADK-Fortune (J. Walter Thompson agency)**
Yamaha Motorcycles: Conceptualised campaigns for the R15 and FZ Series.
Mitsubishi Air Conditioners: Created B2B campaigns for the brand.
Airtel: Assisted in various research projects of the brand.
- Feb 2009 – Sept 2011 | Corporate Communication Entrepreneurial Executive, HSBC Bank**
 Initially was part of the Internet Fraud Prevention team and eventually moved to Internal Communications at GSC-Kolkata.

Professional Skills

- Constantly innovating the communication business with fresh new ideas and perspectives
- Adept at working with cross-functional teams and cross-site clients
- An experienced leader, deft in leading a team towards quality-based output delivery in high-octane work environments
- Always willing to taking ownership

Educational Qualifications

- Certified Digital Marketer from Calcutta Media Institute in 2020 (an ABP Group institution)
- Pursuing MBA (correspondence) in Marketing from Prin. L.N. Welingkar Institute of Management Development and Research
- B.A. English (Honours) from Maulana Azad College, Calcutta University in 2011
- Senior- Secondary (C.B.S.E) from Army Public School, Calcutta in 2007
- Secondary (C.B.S.E) from Central Model School, Calcutta in 2005

Accomplishments & Interests

- Part of the team to win ABBY Awards for best Client-Brand Activation at **Goafest 2019, Consumer Connect Awards** and **Effie Awards** for **Sugar Free Brand Activation Campaign, Voltas, Gatorade**, etc.
- Secured **3rd** position at the **All-Asia Bournvita Quiz Contest**. Participated in other Inter-School & University Quiz Contests and also won several award certificates from time-to-time
- Represented West Bengal State Cricket at the national level in Under-15, Under-17 & Under-19 formats

Languages Known

- English
- Bengali
- Hindi

Personal Details

- Date of Birth:** 17th July 1989
- Nationality:** Indian