

VINAYAK KULKARNI

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Accomplished and Organized Event Production Manager

SIGNATURE

- Production and Operation
- Costing & Budgeting
- Brand Activation
- Vendor Management
- Client Servicing
- Event Planning
- Strategic Planning
- Pre and Post Production
- Knowledge of Design and Layout
- Creative Ideas
- Event Setup
- ATL & Promotion Activity
- Advertising and Branding

SKILLS

- Team Handling
- Task Management
- Time Management
- Contract Management
- Stakeholder / Vendor Management
- Client Engagement
- Negotiation
- Project Management
- Cost Reduction and Containment
- Customer Relations
- Risk Management
- Process Improvement
- Purchasing and Procurement
- Logistics

EDUCATION

Post Graduate Diploma

Event Management & Public Relations,
INLEAD, UGC, 2012

B.A. (Honours) History

Shaheed Bhagat Singh College
University of Delhi, 2011

HSC

National Institute of Open Schooling
2008

SSLC

Saraswati Vidya Mandir, Shimla (HP)
2006

SUMMARY

Accomplished and organized Production Manager with 10 years of experience in Operations, Productions, Logistics, Procurement, Vendor Management in Event Production Industry. Possess combined knowledge of event operations, project management, concert touring, event promotions, organizing sponsorships, social engagement marketing to execute special events and complex project management task. Exceptional experience in leading all stages of innovative, branded, and revenue generating events exceeding client and employer expectations. Adept at designing, monitoring, and managing roll out of large - scale events, concert travels (food & entertainment carnival), and community enrichment programs.

Strategic multi - tasker well versed in managing concurrent projects while balancing the creative and performance aspects of event management that drive innovation and revenue for the organization. Management experience in event production and marketing along with in - depth understanding of all facets of the sales, logistics, execution and business development. Demonstrated ability to build and maintain positive vendor relationships and amazing at reviewing and negotiating vendor and venue contracts, including price and deal term negotiations for vendors and contractors.

Recognized for maintaining overall hygiene, health and safety while executing events and for implementing complete Quality Control. Recent achievement encompasses his efforts during the mighty Pandemic COVID to execute an intra department activity called "Feeding India" by Zomato.

CRITICAL FOCUS

- Managing the overall ATL & BTL portfolio of designing and delivering innovation
- Business/Client servicing through the avenue of Design
- Concept Planning for the project in terms of creativity
- Client brief assessment and effort estimation
- Coordinating between the Client and the Internal team in fulfilling requirements
- Up to date with the knowledge of common, forever, innovative and recent design trends within the industry
- Supervising design and development functions at various stages of a project
- Managing the vendors and the teams for various ATL and BTL activities
- Contributes to team effort by accomplishing related results as needed across the gamut of End to end project / production management, Liaising with internal departments (production, design etc.), Overseeing the project schedule & producing timelines, Oversee supplier negotiations, Compiling detailed reports and Budget management including financial reconciliation,

WORK EXPERIENCE

2018 – Present | Manager – Production

Zomato Entertainment Pvt. Ltd, Gurgaon, India

Developing schedules, managing documentation, assigning budgets, coordinating technical aspects, collaborating with suppliers, managing staff and security, and performing post - event evaluation and remaining responsible for communicating with vendors, obtaining costs, understanding all rules and regulations of particular venues, ordering services, creating timelines and providing on - site support remain the most important aspect of my role.

Highlights

- Developing timelines for marketing plans for each event in designated markets and managing flow and details of all print and digital projects with outside vendors and freelancers
- Created brand positioning and messaging used online and in direct mail, HTML and text email communication, testimonials, and key company presentations
- In charge of all email marketing campaigns, database management and community development outreach and responsible for social media placement / measurement and engaging with relevant and well - positioned voices / blogs
- Responsible for overseeing, organizing and managing inventory of all sponsorship product and equipment for warehouse and trucks / trailers
- Travelling extensively to manage on - site event teams, consisting of internal employees, external contractors, vendors, and labour crews as and when required
- Handling full - scale meeting development and execution for strategic business initiatives, on - boarding senior level executives, and cultivating sponsorship partnerships with sales teams
- Coordinating with booking agents, production companies, talent managers, and vendors to meet strict deadlines and leading production team for all miscellaneous and holiday events
- Liaising between business partners and sponsors with regards to contracts, billing and event - related questions and providing financial reporting to project and operations manager to include cost avoidance and savings
- Build product site (mean Zomato app has one more tab for ZL IP) with core team
- Large Network in India to get events done

Critical Projects / Special Events:

- Successfully handled Zomato 10th Anniversary celebration right from scratch, organizing the event, fixing venue, handling vendors, handling and managing internal and external team involved in this event till the closure almost for 1500 pax
- Played a vital role in launching the Zomato jingle
- Within the scope of a Production Head:
 - Ideated and set up India's largest Food and entertainment Carnival Zomaland (Season 1 and 2)
 - Introduced stringent processes for audits to govern Quality
 - Handled Risk and Compliance Management (GRC) Team of Zomato
 - Steered a 20 member team comprising of promoters and team leads hired for the project "Zomaland IP" and held complete ownership of training and debriefing, while ensuring each member was well aware of the nuances involved in food IP Work.

Aug 2012 – May 2018 | Manager (Production & Operations)

Scoop Brand Holdings Pvt. Ltd, Gurgaon, India

Handled a team of 4 in - house people and freelancers around PAN India and contributed to strategic planning of theme development and pitched ideas to secure attendees, event speakers and sponsors. Handled logistics of all that entailed a large - scale event, ordered, arranged contracts, scheduled, created a VIP lists, and all that aroused pre - to post production.

Highlights

- Performed all sequential tasks associated with pre - planning, implementation, and post event evaluation for small, medium, and large - scale events including conferences, meetings, seminars, road shows, etc.,
- Responsible for developing, monitoring, editing, and reconciling event budgets based on client needs and logistical specifications
- Supported event specific research including venues, food and beverage, audio visual and customer travel needs and negotiated contracts with local vendors to secure best business rate for clients
- Producing detailed proposals for events such as budgets, timelines, venues, suppliers, legal obligations, staffing etc
- Managed and worked with respective teams to implement policies, procedures, programs and initiatives that pertained to their functional unit
- Analyzed past trends, identified gaps, and understood this data to provide recommendations for current and future live events
- Accountable for driving operational excellence and positive relationships with cross functional teams with a focus on finance, procurement standards and marketing communication

- Elevated the leadership identity of Operations through appropriate high - profile communications, kept stakeholders well informed and managed issue escalation through proper levels of the organization in a timely and efficient manner
- Analyzed agencies, vendors and overall market conditions to determine present and future procurement needs for events at or below estimated cost targets
- Managing a team of professional technicians during private events to accommodate clients' production needs and expectations and ensuring a profitable event with value added benefits for clients
- Developed relationships across the business to understand strategic objectives as the business changed and grew and handled highest budget including oversight, collection of data, reporting and reconciliation

**Oct 2011 – Feb 2012 & May – Jul 2012 | Intern
Offload Event Solutions, New Delhi, India**

Handled production related matters on the event related to planning and execution and assisted in developing and implementing project plans and schedules that complied with budgets and scheduling. Showcased utmost expertise in executive events and Exhibitions, Live Events, Festivals, Artist Management, Weddings, Corporate, BTL , Sports events, fashion shows

Highlights:

- Event planning (conceptualization) for each event includes budgeting, monitoring against plan.
- Efficient client handling by ensuring the achievement of needs, aims, and objectives.
- Setting, communicating & maintaining timelines & priorities for every event.
- responsible for all project budgets from start to finish.
- Preparing and delivering presentations to new and existing clients.
- Translating clients' briefs into actionable communication assets and strategies
- Organization of all materials needed to be shipped to an event before the scheduled time.
- Ensure all audiovisual elements e.g. PPT slides are created and tested in advance.
- Plan and develop comprehensive ALT & BTL marketing campaigns and activities to increase the footfalls / generate trials and sales
- Internal coordination to ensure all requirements for events are organized, as required.
- Vendor management including pricing and procurement of services as needed.
- Maintaining the report for the project / event. (pre and post)

**2010 – 2012 | Artist Manager / Tour Manager
Maverick Entertainment during college time**

Developed contracts with individuals and organizations and applied affective strategies that would ensure positive results. Built and maintained relationships with sponsors, international festivals and talent management companies. Travelled around India along with artists for various events. Liaised with Government Authorities to acquire needed permissions and licenses.