

## PARAG TRIPATHI

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### SUMMARY

- Total Experience 7 Years, 3 Months
- Key Working Areas:
  - Corporate Communication
  - Business Development
  - Corporate Affairs
  - Government Liaison
  - Industry Relations
  - Sales & Marketing

### WORK EXPERIENCE

Company: **Dilip Buildcon Limited**

Designation: **AM- Corporate Affairs**

Joining: **January, 2019- Till Now**

#### Roles & Responsibility

- Handling a team of 150 Liaison person.
- Liaise with various State and District Level Govt. Department/ Local Bodies spread across country and Local Media/press, Local opinion leaders and Panchayati Raj Institutions (PRIs) (Both opposition & current), Local Political Leaders.
- Strengthen capabilities across the spectrum to demonstrate a positive & progressive image of the company; such activities to include (indicative and not limited to):
- Coordinate with all the departments internally along with all departments of the client and resolve all issues pertaining to execution of orders / and works and timely approvals, licences, permission from various Govt. Authorities and local bodies
- Obtaining timely permissions, approvals, and clearances from the State Governments/State Excise departments to facilitate smooth operation thereby avoiding disruptions.
- Building relationships with Government departments to secure their support as and when situation demands;
- Networking with Industry Associations to bring together other companies in the same domain at a common platform for industry benefitting agenda.
- Co-ordinate with operations to make sure that clients get timely delivery.
- Maintaining relations with client's key personnel and Management for long term business relations.
- Running Marketing campaigns to get the desired reach and visibility.
- Identify stakeholder's expectation and suggest options which are best suited in the business context.
- Ensure issues are identified tracked reported on and resolved.
- Co-ordinate with various Project Managers and Liaison Managers on day to day basis and understand their issues and take action to resolve.
- Responsible for maintaining business relation with existing Clients.
- Prepare/draft letter/replies communication/contents for public communication (to and from Govt. Department)
- Arrange and co-ordinate meeting with various authorities.
- Building long-term sustainable relationships with bureaucrats/ local body officers and their key influencers.
- Prepare Corporate Affair strategies for maintaining the Liaison expenses as well as promotional expenses.
- Any other job specially assigned by the Management from time to time.

Company: **ASSOCHAM**

Joining: **April, 2016- December, 2018**

Designation: **Assistant Director**

**Job Responsibility:**

- Handling the sales & Marketing Team of 10-15 Person
- Responsible for revenue growth of the organization Organizing
- Monitoring team's performance and motivating them to reach targets
- Reaching the targets and goals set by the Higher Management and Board.
- Develop and execute robust strategies for scaling business in India
- Developing New Client and retaining existing clients.
- Co-ordinate with operations to make sure that clients get timely delivery.
- Manage all Clint requirements as per their briefing. Interface with various stake holders of a project to resolve the un-resolved issues.
- To generate business from existing and newly developed clients.
- Liaison with Central and State Governments and institutions along with corporate.
- Overall responsibility for all marketing collaterals- includes writing and conceptualizing brochures, ads, web presence, direct mail campaigns etc.
- Organizing overseas and across country Business Delegations meet.
- Overall responsibility for all marketing collaterals- includes conceptualizing brochures, ads, web presence, direct mail campaigns etc.
- Maintaining the relation with existing and current Partner.
- Negotiation for cost and preparing quotation according to Clint budget.
- Exhibitions for technology transfer in India & outside of India

Company: **ASSOCHAM**

Joining: **Nov, 2014- April, 2016**

Designation: **Senior Executive**

**Job Responsibility:**

- Handling the team of 3-4 Person.
- Responsible for revenue growth of the organization  
Developing New Client and retaining existing clients. Manage all Clint requirements as per their briefing.
- Stakeholder Meeting with Policy Makers.
- Liaison with Central and State Governments and institutions along with corporate.
- Overall responsibility for all marketing collaterals- includes writing and conceptualizing brochures, ads, web presence, direct mail campaigns etc.
- Maintaining the relation with existing and current Partner.
- Negotiation for cost and preparing quotation according to Clint budget.
- Designing and drafting the Promotional advertisement.
- Organizing the Industry Meeting with the stakeholders & Government.
- Follow-up with the partners for the outstanding payments.
- Coordination with Vendors

Company: **ASSOCHAM**

Joining: **Dec 2011- Nov2014**

Designation: **Executive**

**Job Responsibility:**

- Data base Development.
- Liaison with Industry Members in the guidance of HOD.
- Supporting role in Drafting and developing the Department Agenda.
- Supporting role in taking the delegation to Ministries & Embassies.
- Supporting role in revenue generation.

## ACADEMIC QUALIFICATION

COURSE	YEAR	SCHOOL/COLLEGE
PGDM (Finance & Marketing)	2012	NIILM –CMS, New Delhi
B. Com	2008	Govt. Maharaja P. G. College, Chhatarpur, Madhya Pradesh
XII	2005	Govt. Multi-Purpose H. S. School No 1, Chhatarpur, Madhya Pradesh
X	2003	Saraswati H. S. School, Sidhi, Madhya Pradesh

## CERTIFICATIONS

1. One Year training in “Advanced Diploma in Computer Application (ADCA)” from R.G.C.S.M.
2. Six month training in “CLAP Project- 2YC” from M.P. Bhoj (Open) University, Bhopal.
3. One month training in “Tally” from CEDMAP IT Academy

## SUMMER INTERNSHIP

Organization: **Birla Gold Cement (Maihar Cement)**

Title : “To study the brand image of Maihar Cement”

Review : understand the brand image of Maihar Cement and perception of the people about Maihar Cement.

## COMPUTER EXPERTISE

- MS Word, Ms Excel, MS Access, MS Power Point, MS Outlook
- Visual Basic,
- Photoshop
- Word Press

## PERSONAL DETAILS

**Father’s Name** : Mr. Ram Prakash Tripathi

**Mother’s Name**: Mrs. Kaushlya Tripathi

**Date of Birth** : 26. 01. 1988

**Language Proficiency**: English, Hindi

**Hometown**: Parn Kuti, Virat Nagar Colony, Satna, Madhya Pradesh

**Current Address**: C94, Parasper Colony Near Ram Mandir, Chuna Bhatti, Bhopal- 460002

**Passport No**: M3781582

## DECLARATION

I hereby declare that all the aforesaid information are true and correct to the best of my knowledge and I accept the responsibility for any misrepresentation.

**Date:**

**Place:** New Delhi

**Signature:** Parag Tripathi