

## **John Lee Joseph**

**Email: johnleejoseph0@gmail.com**

**Mob: 8943385632.**

### **PERMANENT ADDRESS**

**Velikkath House, Kumbalangi South P.O, Kochi-7**

### **EDUCATION**

#### **Diploma in Nautical Enng.**

Two Year  
Vizag Branch, A.P

#### **C.I.F.N.E.T**

Ministry Of Agriculture  
Vizag Branch  
Andra Pradesh

#### **Bachelor of Arts in History**

All Saints Collage,  
Chitoor Road, Kacheripaddy  
Kochi, Kerala

#### **University Of Calicut**

Calicut University P.0  
Kerala, India

### **WORK EXPERIENCES**

#### **The Nucleus Premium Properties, Hotels & Resorts**

**As Assistant Manager – Media communications – 2018 April – Present**

#### **Key Job Responsibilities**

##### **1. Coordination and execution of all Brand Promotional& Sales promotional activities of Nucleus group**

- On Print Media
- On Visual Media
- OOH advertising across Kerala
- Theater advertisements
- Media planning with the support of CEO
- Agency Coordination
- Advertising Budget planning
- Photo shoot, TVC shoot coordination and execution.
- Coordination of all Online & digital promotions of Nucleus group

## **Vismay (Division of Novelty Clothing Pvt. Ltd)**

**As Officer – Brand promotions – 2017 March - 2018 February**

### **Key Job Responsibilities**

#### **1. Coordination and execution of all Brand Promotional & Sales promotional activities of Vismay**

- On Print Media
- On Visual Media
- OOH advertising across Kerala
- Theater advertisements
- Media planning with the support of Vismay's Brand consultant & CEO
- Agency Coordination
- Advertising Budget planning with the support of CEO & Brand consultant.
- Coordination and execution of Events such as quarterly Booking Expo & Garment fairs
- Photo shoot, TVC shoot coordination and execution.
- Timely supply of Sales promotional materials such as LED boards & Branded Kurti & Suit stands across
- In shop branding and timely re branding of EBO's across Kerala & Karnataka

## **The Local Network**

**168, Jawahar Nagar, Kadavantra  
Ph.: 0484 4031561**

**As Sr. Brand Executive – 2016 April to February 2017.**

### **Serviced Clients**

- 1. Kochi Metro Rail Limited**
- 2. India Gazette London**
- 3. Kochi Muziris Biennale**
- 4. Malayala Manorama Classifieds**

## **Koral Info matrix**

InfoPark, Kakkanad,Kochi  
Ph: 0484-6505555

**As Senior Executive Marketing – 2012 February to 2016 March**

### **Key Job Responsibilities**

- **Developing data base**
- **Creation of Marketing materials**
- **Business development**
- **Achieving sales targets**

## **Team One Advertising Pvt. Ltd.**

Panampilly Nagar  
Near Post Office  
Kochi, Kerala Ph: 0484-2316096, 2310263

*As Client Service Executive -2007 March to 2011 December*

### **Serviced Clients**

- 1. ABAD Hotels and Resorts**
- 2. ABAD Builders Pvt.Ltd**
- 3.Jayalakshmi Silks**
- 4. DLF Builders**

### **Key Job Responsibilities**

- **Provide all the advertising and branding requirements for the clients such as Coordinating the Designing of Brochures & sales promotional materials, TVC releases, newspaper releases**
- **Coordination and execution of Stalls in events such as CREDAI Expos & Kerala Travel Marts**
- **Support for TVC shoot & Photo shoots.**

### **Languages Known**

**English, Hindi, Malayalam, Tamil**

### **Computer Skills**

**Microsoft Office 2000  
Microsoft Excel  
PowerPoint**

## Key Skills

- Knowledge about Kerala market
- Good database of all kinds of vendors
- Can take care of all kinds of productions and activations
- Market surveys
- Product Researches

## References

**Rafi Davies Akkara – Executive Director, Team One Advertising. Ph.: 0484 2310263**

**Alex Thomas – Ex Branch Head, the Local Network (Now with Kitchen Treasures as Sr, Manager Corporate communications) Ph.: 9447155618**

**Sudish Kumar – Sr.Manager H.R, Novelty Clothing Pvt. Ltd. Ph.: 9496005777**

**Sijoy Varghese – CEO, Novelty Clothing Pvt. Ltd. Ph.: 9496005765**

## Declaration

**I do hereby declare that above details are true and accurate to the best of my knowledge and belief.**

**John Lee Joseph**