ARUN GUPTA

LIVE EVENTS MARKETING PROFESSIONAL

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SUMMARY

Marketing professional who spent two years building audiences for nightlife and live events at District by Zomato, including the District Play launch and Aadyam Theatre Festival Season 7. Before that, directed Thespo's 24th and 25th editions, reviving India's youth theatre festival post-pandemic. Currently deepening digital marketing skills through PCDMS at IIDE.

SKILLS

- Event Marketing Strategy
- Social Media Strategy
- Performance Marketing
- Experiential Marketing
- Large-Scale On-Ground Activations
- Strategic Partnerships
- Stakeholder Management
- Event Operations
- Vendor Management

EXPERIENCE

Marketing Executive Jun '24 - Mar '26

Insider & District by Zomato | Mumbai & Gurugram

- Led nightlife marketing strategy for District by Zomato, scaling **100+ live shows across 6 cities** pan-India
- Drove ticket sales and platform growth through integrated **digital and BTL campaigns**
- Spearheaded the go-to-market campaign for **District Play** across **Delhi, Mumbai, and Bengaluru**, driving app installs and purchases
- Accelerated conversions for **The Great Activities Festival 2025** across **6 cities** in the pan-India region through optimised targeting and segmentation
- Built audience insight frameworks to optimise performance marketing for theatre properties, including **Aadyam Theatre Festival Season 7**

Creative Producer | 'Taal Mel' Fundraiser May '24

Think Big Think Small | Mumbai

- Produced **'Taal-Mel'**, a music and theatre fundraiser featuring **Kumud Mishra** and **Swanand Kirkire**
- Managed merchandise design, production and sale for the main show
- Drove fundraising for **'Nazaria'** and **'Goshtarang'** through merchandise sales.
- Raised **60% of the target** fundraising amount

Festival Manager | Thespo Youth Theatre Festival Jul '22 - May '24

QTP | Mumbai

Directed community outreach, the Lifetime Achievement Award vertical, and festival team management and documentation across two consecutive editions.

- Spearheaded the post-pandemic revival of the festival, rebuilding theatre community engagement across **10+ cities** in India through outreach, orientation events, and social media campaigns
- Championed **Nadira Babbar** and **Satish Alekar** as Lifetime Achievement Award recipients across Thespo 24 and 25, building the case for their nominations and producing tribute films on their lives
- Expanded nationwide play registrations from **108 plays** (Thespo 24) to **118+ plays** (Thespo 25), with selections spanning Mumbai, Guwahati, Delhi, and Bengaluru, including a Korean-language production

- Facilitated international collaboration for Thespo 25, bringing in **Stages Theatre Group (Sri Lanka)** and workshop trainer **Nicola Pianzola (Italy)**, alongside a record fundraising year

TOOLS

- Microsoft, Google Workspace
- Meta Ads Manager, Google Ads
- Canva
- AI Tools (ChatGPT, Claude, Gemini)
- Google Flow, Hey Gen, Lovable AI
- Wix, WordPress

EDUCATION

Diploma in Photography Jan '18 - Jan '19

FX School

Bachelors in Arts with Major in Philosophy Jan '15 - Jan '18

Mumbai University | Mumbai

Certifications

Google Ads Search Certification Aug '26 - Aug '27

Google | Credential ID 190927784

Validated expertise in building, managing, and optimizing **Search campaigns**

Brand Reputation Management Certification Jul '26 - Present

IIDE × Konnect Insights | Online

Online reputation management, social listening, and **crisis communication**

Content Strategy Certification Jun '26 - Present

IIDE × FCB Kinnect | Online

Specialized certification in **content strategy**

PROJECTS

IIDE | Online

Project Jarvis (Samvid) — AI Legal Literacy Assistant

AI assistant built on Google AI Studio (Gemini) with structured, hallucination-resistant outputs

Project Aura — AI Avatar & Video Generation

Multimodal AI avatar for Project Jarvis using Google Flow and HeyGen

Social Media Marketing Strategy — Lea Clothing

Brand analysis and campaign concept (The Lea Girl Lives In It) for a live client pitch.