

KHUSHIE BHARDWAJ

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Experiential marketing and events specialist with 5+ years of experience delivering 70+ events across India for luxury and mass-premium audiences.

EXPERIENCE

TIMES INTERNET | Aug 2023 – Present

Event Specialist, Experiential Marketing & Strategy | Times Prime & Times Black

- Plan and execute **70+ experiential events across India**, owning the full lifecycle from concept and strategy through budgeting, venue sourcing, production, on-ground execution, and post-event analysis.
- Manage annual event budgets, controlling vendor costs, venue negotiations, and commercial closures across multiple cities.
- **Times Prime**: deliver **50+ member-led experiences** including Gourmet Table, Sip & Stir, fine-dining experiences, mixology sessions, brewery experiences and masterclasses.
- Execute **10+ Purple Carpet movie screenings**, Times Prime's flagship member screening property, managing cinema partnerships, sponsors, gifting partners, branding, logistics and guest experience.
- **Times Black**: deliver **20+ premium experiences** for a luxury lifestyle and fintech membership, including curated Chef's Play experiences with Indian Accent, Naru and Tomo Kai.
- Led end-to-end execution of a **large-scale Lal Qila luxury event**, covering agency management, creative and aesthetic direction, production, artist management, F&B, guest logistics and government permissions.
- Build and manage **brand partnerships and sponsorships** across alcohol, F&B, hospitality, cinema and banking, including Diageo, Bacardi, Campari, Fratelli, ICICI Bank, Equitas, PVR and INOX.
- Drive integrated event marketing across **PR, social media, app, push notifications and email**, including communication strategy and press releases.

INDIA INFRASTRUCTURE PUBLISHING | Jun 2021 – Jun 2023

Assistant Manager, Conference Team | Jan 2023 – Jun 2023

- Organised **15+ conferences** across Energy, Renewable and Infrastructure sectors, bringing in delegates and sponsors worth **₹1 Cr+ in revenue** from clients including Siemens Energy, Powergrid and Adani Transmission.
- Ran LinkedIn and Google Ads campaigns generating **500+ delegate leads**; partnered with the production team on agenda research and speaker acquisition.

Sales Associate | Jun 2021 – Jan 2023

- Ran CRM-led EDM campaigns using Apollo.io, LinkedIn Sales Navigator and ZoomInfo, increasing delegate participation and conference revenue.

SKILLS

Event & Experiential: Event Strategy | Concept Development | Event Production | Experiential Marketing | Luxury Experiences | Venue Management | Vendor Management | Sponsorships & Brand Partnerships | Artist Management | Guest Experience | Budgeting & Cost Control | Logistics | On-ground Execution

Marketing & Communications: PR & Media Strategy | Social Media | Email & CRM Marketing | App Marketing | Campaign Strategy | Promotional Campaigns

Tools: MS Excel | Adobe Photoshop | Apollo.io | LinkedIn Sales Navigator | ZoomInfo

Brands & Partners: Diageo | Bacardi | Campari | Fratelli | ICICI Bank | Equitas | PVR | INOX | Indian Accent | Naru | Tomo Kai | Olive | Times Prime | Times Black

EDUCATION

BBA, University School of Management & Entrepreneurship, Delhi Technological University | CGPA 8.02 | 2021

LEADERSHIP

- **Enactus DTU: Marketing Head (2020–21)**: led a 20+ member team across marketing strategy and social campaigns, doubling society engagement; represented the team at Enactus Nationals and won Regionals.
- **SOCH: PR & Publicity Head**: drove 100+ student participation across ideathons and B-plan events, managing recruitment, registrations, logistics and on-ground execution.