

Contact

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VisionKraft.com (Company)

BejoyPeter.com (Personal)

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(Rss)

Top Skills

Marketing Communications

Digital Media

Production of Corporate Films

Languages

German (Professional Working)

English (Professional Working)

Hindi (Professional Working)

Marathi (Professional Working)

Malayalam (Professional Working)

Certifications

Advanced Competitive Research

Sortlist Verified Agency (Top-rated)

Hubspot Solutions Partner

Mimic Pro- Digital Marketing
Simulation

Content Marketing and SEO
Fundamentals

Publications

Online Tips for SME's and Growing
Industries

BEJOY Peter

for Manufacturing Companies building their Strategy, Brand & Media
Assets. Also available for a round of Golf (and Beer)!

Pune

Summary

: Frankly, I just love marketing and research.

For over 20 years have been closely working with business owners
from SMEs, large enterprises and OEM's as much. The profession
just speaks right at me, from a practical (yet creative), organizational,
and business standpoint.

: Work with companies and fellow marketers in the industrial and
manufacturing space looking to jump start and modernize their
operation --- right from their logos to print ads, field marketing, and
audio-video collateral, web content, demand generation systems,
social media and CRM.

I'm a firm believer that small teams and one-person shows can
bootstrap it and get results that earn trust and revenue.

: I do it because there is such a huge gap between how I see SaaS
and eCommerce companies do their marketing --- and --- how I see
those in the industrial and manufacturing space and know I can help
close the gap.

: First I take inventory. Ask questions. Get to know the friction points
and goals.

Second I audit. What's your collateral look like? What does your
sales team say? What questions does your CS team receive? How is
your Social Media presence currently?

Then, I give strategic recommendations. Get it done. And measure
every inch of the ROI.

Every Industrial Marketer is a REAL marketer, and I seek to instill
that confidence!

I'm also not a glasshouse. I don't do it perfectly myself. And I am always willing to take critique and feedback to improve my own processes and results...

Experience

Vision Kraft Media Works Pvt. Ltd.

16 years 2 months

Industrial Marketer

August 2005 - Present (16 years 2 months)

Choosing the right media and communications partner is among the most important decisions you will make for your company. It can help in setting the right tone for your brand and play a crucial role in the way people receive and perceive it.

Vision Kraft feels strongly about giving your company the right kind of support to achieve its true potential. With us, you will be assured of result-oriented production quality, sound infrastructure and a strong team of committed professionals.

We put these elements together to offer you the following core services:

- Digital Transformation (<https://www.visionkraft.com/top-digital-agency>)
- Corporate Films / Training Videos (<https://www.visionkraft.com/corporate-films>)
- Website Design & Development (<https://www.visionkraft.com/get-a-business-website>)
- Industrial Photography (<https://www.visionkraft.com/top-photographers-india>)
- Professional Corporate Presentations (<https://www.visionkraft.com/design-company-presentations>)

We bring to the table 20 years of experience and a kitty of almost 3000 corporate films, 165 multimedia presentation and over 265 corporate websites. This background lets us focus on not just creative flare, but technical strength and business sense too.

Above all, working with Vision Kraft is a promise that both your vision and goals are in safe hands. We look forward to working with you!

LinkedIn Trainer

August 2014 - Present (7 years 2 months)

I recommend getting your Organization trained on LinkedIn simply because LinkedIn is the largest business-oriented networking website geared specifically towards professionals. It has over 500 million members, in over 200 countries.

A professionally written LinkedIn profile allows you to create an online professional brand which can help open doors to opportunities and networks that you may not have been aware of without the help of social media.

CIT Networks Private Limited (CIT Media)

Senior Video Editor & Corporate Films Director

January 1999 - May 2005 (6 years 5 months)

As a technical associate I would work on post production processes such editing, special effects compositing and lateral audio. While video post was my key portfolio I have also contributed to the production unit and the interactive technologies team.

As I grew in experience, I eventually switched to new media applications, media integration and finishing.

Education

Amity University

Postgraduate Degree, Digital Marketing Management

Fergusson College

Bachelor of Science (B.Sc.), Photography, Video & Audio Production, New Media & Broadcast Technologies · (1994 - 1997)

Vidya Bhavan High School

High School, Science · (1992 - 1994)