**Rajesh**



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**Career Summary**

* More than 7 years of work experience in the field of marketing with various activities.
* Experienced in planning marketing campaigns, getting collaterals developed and promoting the products and services through online and print media, space selling, Event Management.
* Experienced in forging and maintaining relationship with various clients.
* Experienced in dealing with agencies, clients, government departments.
* Good analytical and communication skills.
* Experienced in handling exhibitions & organizing events.

**Key Skills**

* Determining marketing objectives and preparing annual budgets.
* Planning marketing activities in conjunction with company’s growth plan and working out strategies to execute the plan.
* Media Planning as per the budget.
* Developing marketing reports to be presented at the meeting of top management.
* Lead the marketing programs for branding and lead generation.
* Getting marketing collaterals, advertisements developed to help the co. meet its target.
* Overall responsibility of planning, running and promoting the company’s various activities among subscribers with the help of various sponsors.
* Overall responsibility of running various marketing campaigns – like getting newsletters, e-mail blasts sent to the customers.
* Ensuring successful participation in tradeshows, exhibitions & organizing other events like conferences, seminars etc.
* Developing systems and procedures to ensure that the leads generated are optimally utilized.
* Managing a team of 50 nos including Marketing Executives, Sales Organisors and Field Promoters under Trivandrum Unit.
* Developing training programs for the people in marketing team.

**Achivements**

* Planning and executing various promotional and other related activities during the launch of ‘The Times of India’ in Trivandrum.
* Ran various promotional activities like Health Expo to increase the goodwill and to have better services to our subscribers as well as to general public.
* Increased the revenue of the company by selling spaces in newspaper and magazines of the company by directly meeting clients and through agencies.

**Employers**

* Was Working from 09.06.2008 to 10.09.2015 in **The MATHRUBHUMI Printing & Publishing Co. ltd**. at Trivandrum and Calicut.
* Apprenticeship Training in the branch of Computer Applications in Travancore Titanium Products Ltd., TVPMfrom 13th July 2005 to 17th September 2005.

**Academic Profile**

**Master in Business Administration (MBA)** (2006-2008)

Specialization **:** Marketing and Systems

Programme **:** 4 Semesters

Institution **:** Institute of Management Kerala (IMK), Thiruvananthapuram

University **:** University of Kerala

**Bachelor of Technology in Computer Science & Engg.** (2001-2005)

Specialization **:** Computer Science & Engineering

Programme **:** 4 years

Institution **:** Rajiv Gandhi Institute of Technology, Govt. Engineering College, Kottayam

University **:** M G University, Kottayam

**Plus Two** (1999-2001)

Specialization **:** Science with Computer Science

Programme **:** 2 years

Institution **:** St. Joseph’s H.S.S, Thiruvananthapuram

Board **:** Board of Higher Secondary Examination

**Matriculation** (1999)

Institution **:** St. Joseph’s H.S.S, Thiruvananthapuram

Board **:** Board of Public Examinations, Kerala

**Computer Proficiency**

* Operating System **:** Windows, ios
* Application Package **:** MS Office, SAP.

**Leadership and Teamwork**

* Has been the Student Coordinator of our MBA 2006-2008 Batch.
* Has been the Student Member of All India Management Association (A.I.M.A)

**Areas of Interests**

* Administration, Advertising, Retail sector, Business Analysis, Marketing and Sales, Space Selling, Event Management.

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I hereby declare that the information that I have furnished is authentic, and true to the best of my knowledge.