**Professional Profile**

A hard-working, aspiring and organized individual.   
Exposed to the world of business right from graduation days and having  
stayed in different markets and countries, I have acquired a multifarious,   
diverse personal and professional background of over 3 years.

I am keen for Sales/ Business Development/ Marketing roles.

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| PROFESSIONAL EXPERIENCE |

Business Development Executive- **Star Outdoor Advertising LLC,** Dubai, U.A.EMar’15 – Till date

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| Roles & Responsibilities | * Met and exceeded sales goals for **2 consecutive years** by maintaining and creating a portfolio of clients * Serviced existing accounts, obtained orders, and established new accounts by planning and organizing daily work schedule to call on existing or potential clients by offering a mix of sites for varying tenure * Responsible for sale of outdoor media space - **prime 14 sites across Dubai** * Networked extensively with clients to build successful business to business relationships * Planning and Execution of high-impact strategies to target new business opportunities * Complete management and point of contact with agency for mega project of **1004 sites** * Operation Management with **Dubai Municipality and RTA (Dubai)** * Prepared presentations, contracts, media kits, and various other projects assigned |

Area Manager for Postpaid Business- **Bharti Airtel,** Bangalore Jan’ 14 – Feb’15

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| Roles & Responsibilities | * Performance management of channel partner’s (portfolio of customers –Individual vs. Corporate accounts) * Conceptualizing ideas, managing & enhancing productivity of telecallers/field executives to upscale the ROI for partner * Execute promotional activities for channel partners and build market credibility for Airtel * Making presentations to the client on Company’s business and functioning. * Deliver sales target for all products (voice-postpaid, data, MNP, hv) by executing the distribution strategy at the channel-partner level * Acquisition of new channel partners for the distribution channel |

Assistant Executive - Printing & Distribution, Tips Advertising, Mumbai Aug’ 10 – Mar’ 12

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| Roles & Responsibilities | * Worked as Assistant in Sales and Client Service * Media Planning – Economizing according to the given client budget/ target audience/ product offerings * Managing team of 40 people & maintain the quality of service. Building good relationship with vendors & Retaining clients * Successfully managed to add some of the best companies in our client base, viz. Gold’s Gym, HDFC, Tata Motors, Wadhwa Builders, etc. |

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| INTERNSHIPS & PROJECTS |

Marketing Intern at Axiss Dental Pvt. Ltd., Delhi NCR May’ 13 – June’ 13

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| Internship | * Corporate Empanelment with our chain of clinics across Delhi, analyzed competitors to evaluate effectiveness of marketing strategies * Planned media spends viz. radio, print, newspaper inserts, theatrical ad & chemist activation |

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| AWARDS & ACHIEVEMENTS | |
| Recognition | * Recognized for handling multi-functional roles effectively and with due diligence * Appreciation from Zonal Manager for delivering 150% growth from new partners * Initialized and integrated modern learning methods such as e-learning * 2nd prize at Inter – College event “Mughal Vikranipriya” at IFIM Business School, BLR * 1st prize at B-Plan Competition at Vanguard Business School (VBS) * 1st Prize in Marketing competition in IFIM College and was among the top 5 in various management events at – SIBM, SDMIMD, Christ University, Alliance University |

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| Live Projects |

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| **Projects** | * Live Project at **Bharti Airtel** - HR – Recruited 170 CRO’s in the span of 3 months and 10 Store Manager’s for the project “Own Retail”, revenue multiplied by **2.5 times** * Live Project at **Markelytics Solutions (India) Pvt. Ltd. –**Secondary Research * Market Research Survey at Shoppers Stop – Onion Insights – Consumer Behavior * Project Trainee at Big Bazaar Future Retail Pvt. Ltd. – Visual Merchandising, Sales & Logistics |

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| POSITIONS OF RESPONSIBILITY | |
| Roles | * Placement Committee Member at Vanguard Business School 2012 - 2014 * Head of Marketing Club – “*Streetsmart*” at VBS 2012 - 2014 |

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| ACADEMIC PROFILE | | |
| Advertising Mgt. | Mudra Institute of Communications, Ahmedabad (MICA) – Digital Marketing, Media Planning & Buying | Pursuing |
| MBA | Vanguard Business School, Bangalore in **Marketing** | 2014 |
| B.Com | Thakur College of Science and Commerce, Mumbai | 2011 |
| Class XII | Thakur College of Science and Commerce, Mumbai | 2009 |
| Class X | St. Francis D’Assisi High School | 2005 |

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| INTERESTS |

* Riding Bikes| Cooking| Swimming| Ardent Fan of Music|

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| SKILLS & COMPETENCES |