**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
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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
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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 |