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**Ravindranath**

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**Career Objective:**

To seek challenging assignment and responsibility, with an opportunity for growth and career advancement as successful achievements.

**Job summary:**

Responsible for managing the media department, including media buying and planning initiatives. Devises plans for media buying, places ads, and ensures ad buying stays within budget.

**Summary of Skills:**

* Skills in New Business Development
* Superb negotiation skills, needed to guarantee great pricing and audience reach.
* Able to analyse research data to determine the best placement for the client's needs
* Excellent communication and management skills, detail-oriented and customer focused
* Excellent leadership ability and extremely well organized
* Can easily work with a wide range of people, including clients, sales people and your own staff
* Excellent time management and problem solving skills
* Excellent planning abilities, particularly in broadcast, print, outdoor, online and radio.
* Works well under pressure, thriving under tight deadlines.
* Knowledge in various customized media planning tools like TAM, BARC, MAP etc

**Achievements**

* I was a team member when Pepsi launched new commercial “Nothing official about it” during Cricket World Cup 1996, while working with HTA. Being Coke was the official sponsor of the World Cup, this campaign become so popular and given tremendous reach to Pepsi. My responsibility was placing the commercial in a prominent position, innovatively, as per the media plan. There was 8 commercials created by Pepsi to counter Coke and rotation of the commercial timely and with different matches was a challenge.
* I was a member of the team who handled the launch of Nettle’s “KitKat” during 1995 – “Have a break, have a KitKat” while working with HTA. My responsibility was to schedule the commercial as a first commercial (innovatively) in first commercial break to give a meaning to KitKat’s baseline “Have a Break, Have KitKat”. This launch was one of the talk of the town and brand KitKat become so popular in India.
* I was a team member when Nestle launched their Pickles in Tamil Nadu market, while working with HTA. I was responsible to suggest and buy the popular TV programs in the market. I was also responsible to place the commercial in a prominent position, breaking the clutter in the TV viewers and create maximum OTS to the brand. The product become familiar in TN and grabbed good market share.
* Involved setting up media department in Hakuhodo Percept, Chennai. I was working as a single person in the department and handled media releases, planning and buying.
* Worked as a team member of Carat when AirAsia launched their inaugural flight from Kuala Lampur to Trichy during 2008 and continued working for the brand for almost 4 years. I have spearheaded the media activity from Chennai, coordinating with team and serviced the client single headedly. The media plan was started with print media and later on media like TV, Radio, OOH, activation etc added to it, depend on communication and offers from client. AirAsia could able to establish their various destinations like Chennai, Bangalore etc after the success launch of Trichy-KL flight. Later stages, AirAsia become a major player in the low cost international segment. AirAsia also stared their domestic operations in 2015 and become a major service provider in Indian domestic sector.
* Initiated setting up media division in Jelitta Advertising for providing strategic media support to all their 8 branches. This enabled Jelitta Advertising becoming a sophisticated media service agency in the market. Some of their client increased their media spend in tune of 10 – 15%.

**Work Experience:**

**Media Director**Carat Media Services India Pvt Ltd (A Dentsu Aegis Group Company)

July 2012 - Present

* Consulting with clients and understanding their objectives behind various advertising campaigns
* Developing planning strategies, media plans in order to achieve huge success in advertising campaign and getting it approved by clients
* Estimating project cost, preparing budget and setting deadlines
* Establishing and maintaining effective communication systems with clients and the media department
* Preparing competition spends, SOV, GRP etc that enable client to understand their investment required for each campaign.
* Evaluating new opportunities to help clients grow their business
* Building and maintaining strong client relationships for mutual benefits
* Demonstrating complete knowledge of client's business
* Worked with well-established **client Sterling Holidays, AirAsia, JFA, Nitta Gelatin**, UD Media etc

**Jelitta Advertising, Kottayam, Kerala**Senior Manager - Media

2010 Nov to 2012 July

* Created separate media unit for Jelitta Advertising called JIMS - Jelittas India Media Services.
* Created awareness and implemented media unit to all the 8 offices of Jelitta Advertising in India
* In charge of Learning & Development upscaling skills on various media tools used by top media agencies in India and setting up a system across branches.
* Created media data base for making ease accessibility to media owners and sales team.
* Prepared and presented media presentations to various clients
* Set benchmarking rates for various media vendors
* Creating long term programs for clients to create brand building
* Worked with well-established clients like **Josco, VKC, South Indian Bank**,etc
* Responsible for media pitch presentation and competitive spend presentations

**Allied Media, Chennai, India**Associate Media Director

2009 Sep to 2010 Oct

* Worked with well-established clients **like Panasonic, XS Real** etc

**Carat Media Services India Pvt Ltd, Chennai, India**Media Group Head

2005 Feb to 2009 Sep

* Worked with well-established clients like Aircel
* Launched brand AirAsia in India

**MPG, Delhi, India**

Group Head – Implementation

2004 Aug to 2005 Feb

* Worked with well-established clients like Reckitt and Benckiser brands like Dettol, Cherry Blossom, Lizol, Veet, etc

**MindShare, Delhi, India**

Operation Group Head

2004 Apr to 2004 Aug

* Worked with well-established clients like HT Media, Gillette, PSI etc

**Hakuhodo Percept, Chennai, India**

Media Supervisor

2002 Jan to 2004 Mar

* Worked with well-established clients like Panasonic, Ajinomotto etc

**Madison Communications, Delhi, India**

Senior Media Executive

2000 Nov to 2002 Jan

* Worked with well-established clients like Maruti Udyog, Perfetti etc

**McCann Erickson, Delhi, India**

Media Executive

1999 Oct to 2000 Nov

* Worked with well-established clients like Good Year, MasterCard, Gillette etc

**HTA, Delhi, India**

Asst Media Executive

1994 May to 1999 Oct

* Worked with well-established clients like Pepsi, Nestle, Nike etc

**Education:**

* Bachelor Degree in BA (History), University of Calicut, 1988
* MBA (Correspondence) in Marketing & HR, NIBM (National Institute of Business Management) in 2007