**Danish**

**Danish.363727@2freemail.com**

Consummate Professional Seeking Management profession in Marketing Operations/ Business Development with a leading organization of repute preferably in Media or IT Sector

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| Profile Summary |

**A Competent Professional with over 8 years’ experience in:**

 ~ Marketing ~ Business Development ~ Digital Marketing

 ~ Pre Sales ~ Sales Operations ~ Channel Management

 ~ Sales ~ Key Account Management ~ Event Management

* Hands-On-experience in charting out Sales & Marketing strategies and contributing towards enhancing business volumes & growth and achieving profitability norms.
* Skilled in handling Project pre & post sales life-cycle management, implementation, and client servicing.
* Expertise in managing development & implementation of promotion plans and handling all communication including all above the line & below
* Efficiently undertaken Sales operations reporting, Sales Training & Development, Competitor & Market analysis, Positioning strategies, new product/project roll-outs and targeted marketing.

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| Organizational Experience |

 **Since Sept’ 2015 with Times of India Group (BCCL) as Manager, Times Strategic Solutions Ltd.**

***Responsible for the business development in terms of maximizing revenue, generating new clients, strategic planning & innovative ideas of business solutions/ATL/BTL activities with IT/ITES companies.***

***Project management from sales life cycle to implementation to post sales services for annual or short projects (marketing campaigns, media planning, media solutions, branding, ATL & BTL activities)***

***Key Result Areas***

* Project Head for IT Sector IPs – conferences, global business summits, webinars, digital activities.
* Conceptualizing and launching conference IP’s in identified industry segments and ensuring these brands become sought after on ground destinations for key stakeholders in the sector.
* Conduct relevant market research and analysis to identify key trends in the sectors’ advertising and marketing strategies and provide a solution for maximizing revenues.
* Building progressive roadmap of new avenue of growth in sector through new accounts and tapping existing accounts.
* Liaise with the Marketing Team and build drip marketing campaign for each projects.
* Support marketing team to build strategic tie-ups with key stakeholders in the sectors.
* Constantly monitor market penetration and design strategies to strengthen organizational footprint within the sectors.
* Generate & maintain sales pipeline to ensure the revenue targets are achieved.
* Sales Operations: Maintaining & Upgrading CMS tools, sales forecasts and Quarterly reports/sales pipeline.
* Market Development: competitive analysis and Market Research – primary & secondary research.
* Maintaining & upgrading database to be used for sales & marketing campaigns
* **Working closely with Industry Associations, Ministries, Departments, NGO’s and Conglomerates.**
* **Successful projects: Microsoft IOT Summit, Microsoft 11 Cities CIO/CEO Roundtables, HP EDT Summit, Schneider Innovation summit, Amazon web services Roundtables, ET CIO Summit, ET e-Tech India summit, ET e-Gov Summit, ET Power focus summit, ET Global Business Summit 2016 & 2017 editions.**

 **July 2014 – April 2015 at AuthBridge Research Services, Gurgaon as Assistant Manager, Sales & BD**

***Key Result Areas***

* Sales and Business development to maximize revenues from existing accounts and open new revenue channels from new accounts
* Responsible to manage inbound & outbound sales motions that include qualifying & identifying leads & converting them into accounts and managing incoming leads/queries and outbound calling.
* Generate & maintain sales pipeline to ensure the revenue targets are achieved and motivating peers & subordinates in achieving targets through strategic approach.
* Sales Operations: Maintaining & Upgrade CMS tools, sales forecasts and Quarterly reports/sales pipeline.
* RFPs/RFIs/Business proposals, templates; Contracts/SOWs/Contract Renewals.
* Maintaining & upgrading database to be used for sales & marketing campaigns.
* Managing & Supervising team of sales executives/team leaders to achieve and exceed sales objective; create positive sales culture.
* Training & Development of Sales personnel and develop & monitor team metrics.
* ***Project Lead for OLA Cabs Verification & security certifications – revenue worth INR 5 cr***

**Oct 2013 – July 2014 at HT Media Limited, Noida as Assistant Manager, Corporate Sales**

***Key Result Areas***

* Developing and implementing sales and business development plans for key accounts.
* Sponsorship selling for HT Media events, Campus fairs, Tradeshows, Online forums.
* Operations, Client servicing and Maintaining revenue channels from existing accounts
* Prepare sales reports and forecasts of business trends to achieve or exceed revenue.
* Training & Development programs for Sales personnel – soft skills, sales methodologies, sales pitch.
* Database management for use in sales & marketing campaigns.

 **Jan 2011 – April 2012 at Tavant Technologies Inc, Bangalore as Senior Associate**

***IT Services & Solutions, eMedia solutions, Interactive entertainment***

***Key Result Areas***

* Marketing of technology services through online & offline marketing channels – ATL & BTL.
* Developing and implementing effective Marketing strategies and Plans for India and the U.S market
* Consistent in demand generation/revenue contribution through integrated online/offline marketing campaigns.
* Competitor analysis, sales forecasting, Market Research – primary & secondary research.
* Building proposal & responding to RFIs/RFPs; Managing backend for implementing strategies on Salesforce.com
* Organizing & managing event within the organizations & seeking association in external global events.
* Inside Sales activities in tandem with Pre Sales team – lead generation, database management, demo to clients, business research and sales operations.

 **June 2008 – Jan 2011 at Cyber Media India Ltd, Bangalore as Assistant Manager**

***Media – Publication & Services: BioSpectrum (Business of Biosciences) & Technology Review (MIT, USA)***

***Key Result Areas***

* Sales & Marketing of online & print publication & global events & conferences
* Market research, competitor analysis, sales forecasting, training & development of sales personnel.
* Marketing strategies & media planning, Distribution & Operations, Implementing & monitoring marketing plans & programs.
* Website development & content management; advertising & designing of collaterals, ads/advertorials
* Organized & managed national & International events/conferences/tradeshows – **EmTech India, Bangalore IT Biz, Bangalore Bio, Bio Asia, Technology forum, CIO/CEO meets etc.**
* Sponsorship selling of events/conferences/tradeshows/subscriptions/Ad sales/ space selling.
* Product management/Ad coordination/Delivery management/Database management/Product marketing

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| Academic Details |

**Professional**

* PGP (MBA) from School of Inspired Leadership, SOIL (2012 -2013)
* Certification programs/course – details on request
* Academic projects, Industry projects – details on request

**Educational**

* B.sc (Hons) from Amity Institute, NOIDA
* Co-curricular activities, NGO volunteer
* Leadership Positions in College council & cultural society

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| **Personal Details** |

Date of Birth: 22nd October

Languages Known: English, Hindi