PRADEEP

PRADEEP.366189@2freemail.com

**PLANNING / MARKETING PROFESSIONAL**

* Talented, creative & profit driven professional offering experience of **21 years** (including 19 years in advertising) in **Sales & Marketing, Promotions, Media Planning, Market Research, Client Servicing, Talent Acquisition, Advertising, Market Intelligence/ Competition Analysis, Training & Development and Strategic Management.**
* Currently working as **Senior Media Planner** with **Shadow Media & PR Services, Jeddah.** High caliber in creating, developing & executing innovative business development plans & strategies together with designing, consolidating & improving organizational processes
* Proven acumen to liaise with key decision makers and top management while understanding critical business drivers in multiple market and industries. Expertise in **Advertising, Promotion, Strategy Formulation, Business Planning & Implementation, Product Selling, New Marketing Initiatives to maximize Business Profitability**.
* Target and achievement oriented with an ability to take up challenges and perform in changing work environs. Demonstrated ability to motivate staff to maximum productivity and control costs through the most effective uses of manpower and available resources

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| Professional skills | Personal skills |
| * *Marketing Operations*
 | * *Articulate and Assertive*
 |
| * *Strategy and Alliances*
 | * *Competitive attitude*
 |
| * *Advertising*
 | * *Managing & Leading people*
 |
| * *Media Planning*
 | * *Able to think around problems*
 |
| * *Client Relationship Management*
 | * *A rigorous and logical thinker*
 |
| * *Office Administration*
 | * *Creative ideas*
 |
| * *Strategic Planning*
 | * *Result oriented*
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***Professional Forte***

* Possess the required expertise to oversee all aspects of an event from anchoring, anticipating and fulfilling a range of client needs, providing not only functional but creative solutions to briefs and delivering superior customer service.
* Adept at conducting market research with expertise in marketing. Enabling clients to maximize impact of marketing campaigns through the use of a range of media.
* Ensure the campaigns reach target audiences as effectively as possible, combining creative thinking with factual analysis to develop appropriate strategies
* Exposure to a variety of clients from diverse backgrounds and recognition from past and previous employers for successful maintenance of international standards and utmost commitment to work

**PROFESSIONAL EXPERIENCE**

**SHADOW MEDIA & PR SERVICES, JEDDAH**

Senior Media Planner; Since February 2012

* Strategically plan & implement the systems, policies & procedures to initiate and control finance, projected towards organizational goals to maximize profitability and generate revenue
* Multi-task as management consulting, business development and client handling across most of our service portfolio with excellent leadership, management oral/written communication, interpersonal, intuitive and analysis skills.
* Progressively worked for award-winning management consultancy and clients like Sony Mobiles, The Body Shop, LG A/C, Ariston, Bissell, Midea Home Appliances, Maserati, Volvo, Cherry, Jaguar, Porsche, Tata, Hyundai, Chevrolet, GMC, Chillis Restaurant, Nabil Food Products (frozen), Al Magrabi Eye Hospital, Bvlgary, Yessayan Jewelry, Bravo, Elaj Medical Centre, Bugshan Perfumes, Ajmal Perfumes, Wall Street Institutes, Fakieh Chicken, Safwa furniture, Greens etc.
* Coordinate with senior management for defining business strategies & growth plans to achieve high levels of profitability, productivity & efficiency. Consistent record of delivering results in growth, revenue, performance, etc.
* Enhance revenues, develop profitable & productive business relationships, coordinate with decision-makers, build an extensive client base, and market development; distinction of accomplishing multi-fold revenue increase
* Deal with complex business challenges involving high-stake decisions using experience-backed judgment, strong work ethics and irreproachable integrity.
* Analyze the marketing trends and tracking competitors’ activities and provide valuable inputs for product enhancement and fine tuning sales & marketing strategies.

**MEDIA EDGE CIA, JEDDAH**

Senior Executive (Planning); January 2006 – January 2012

* Involved in Strategic Planning, Media Scheduling, Media Bookings (Newspaper, Magazine, TV, Radio, Outdoor), Negotiations etc.
* Evolved market segmentation & penetration strategies to achieve targets & identifying key/institutional accounts and strategically secure visibility.
* Worked with brands like Nissan Motors, Infiniti, Gulf Air, Mouawad Jewelry, Singapore Airlines, Yessayan Jewelry, Sony Mobile, Saudi Electricity Co, Saudi Arabian Airlines, Al Magrabi Eye Hospital, Iqarat Real Estate Co., Petro Rabigh, Bvlgary, Porsche, Bugshan perfumes, Sabic - Hadeed, Manazel Haramain, Casio, Fine Tissues, Al Khayala, Wall Street Institutes, Mobily, Jenan Properties, Kia Motors etc.
* Provided briefs and liaison with activation and creative agencies to develop marketing campaigns. Built four pillars of brand activation into the positioning and belief of the business – Planning, Reach, Execution & Measurability

**INTERMARKETS ADVERTISING, JEDDAH**

Media Assistant/Coordinator; December 1996 – December 2005

**CGS Co., JEDDAH**

Secretary/Store Assistant; September 1995 – October 1996

**AL RASHIDY TRADING EST., JEDDAH**

Secretary; May 1994 – August 1995

**PAM-PAC M/C LTD, PUNE**

Store Assistant; January 1991 – January 1994

**D’RONA ROHITRA PVT. CO, PUNE**

Store Assistant/Secretary; March 1990 – December 1990

**EDUCATIONAL CREDENTIALS**

**B. Com 1989**

Mahatma Gandhi University Kottayam

**10+2 1986**

Mahatma Gandhi University, Kottayam

**SSLC 1983**

Kerala State Board

**Technical Skills**

Micro Soft Excel, Word & Power Point, Dbase III+, Lotus 123 Programming, Neosys & Dolphin Media Software

**Additional Qualifications**

* Diploma in Computerized Financial Accounting from Datapro Consultancy Services, Pune, India
* Higher Grade Certificate in typewriting – English from Govt. Technical Examination, Kerala (Typing Speed: 40 W.P.M.)

**Date of Birth:** 25th April 1968

**Languages Known:** English, Hindi, Malayalam & Arabic

**References:** Available on Request