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**PRASAD**

**PRASAD.373620@2freemail.com**

**Sales and Marketing professional with 9+ years of solid experience holding M Com and MBA in Marketing**

**OBJECTIVE**

* An accomplished Sales and Marketing professional with 9+years of experience seeking to excel carrier on taking enhanced roles and responsibilities with proven managerial and organisational skills.

**PROFILE HIGHLIGHTS**

* Dynamic marketing management professional with over 9 years of solid back ground in developing sales &marketing goals, strategies & solutions.
* Proven track record in business acquisition and development
* Skilled at identifying potential markets and developing strategies to bring them to fruition.
* Excellent negotiating, closing combination skills with individuals at all levels.
* Leverage consultative selling approach to build relationships across target market, develop marketing strategy, and implement training program to on-board new hires and create consistent methods across sales teams
* Oversee all aspects of corporate sales and marketing initiatives along with P & L responsibility in a fast-paced environment, ever evolving market; commission/sales plan building and logistics and sales management.
* Consistently broke sales records for number of new accounts
* Handled creative direction of many marketing projects from the initial concept through design and implementation
* Identified, created and developed marketing opportunities for market research
* Implemented productivity, quality, and customer service standards to attract and maintain client relationships
* Worked individually and collaboratively with team members to tactically market existing products by evaluating prospective clients and their needs while focusing on optimizing costs
* Built strong customer relationships by understanding the client and their needs, which led to the largest contracts in the company's history
* Perform in-depth operational cost and schedule analysis to minimize variances in marketing
* Increased brand integrity and awareness by monitoring the quality of marketing content and understanding market exposures
* Acted as company representative at industry meetings, conferences, and events in order to gain insights into the various luxury brands and how they can be marketed
* responsible for developing, promoting, and branding our clients and their products in order to most effectively increase revenue while maintaining our third party corporate accounts
* Responsible for P&L, Regional Sales Management, Sales and Marketing Strategy, hiring, performance reviews,

**PROFFESSIONAL COMPETENCIES**

* Strategic market planning &execution
* Key account management
* Customer loyalty programs
* Co operatives advertising programs
* Times slot selling, space selling
* Customized event coordination
* New product development& launch.

**PERSONAL SKILL SETS**

* Strong communication skills
* Team player
* Strong analytical skills
* Convincing ability
* Willingness to learn
* Strong interpersonal skills

**ORGANISATIONAL EXPERIENCE**

**Radio mango 91.9 (A division of malayala manorama) Aug’14 –Till date**

**Position –Senior Sales Executive**

* **Establishing and developing long terms business relationship, sourcing, identifying &securing new business opportunities.**
* **Confirm sponsors for Radio mango major events.**
* **Generating creative solutions for clients, presenting special campaign proposals, making the sale, and delivering accurate reports & projection of revenue.**
* **Explain pricing costs to potential clients**
* **Account manage an exciting client to ensure their needs are satisfied & they are happy with the service**
* **Work with production teams to ensure that agreed advertisement are carried in the right place and at the right time**
* **Attend industry events, exhibitions and conferences, meeting potential & exciting clients**
* **Work to maximize sales & meet targets**
* **Doing special radio programs for client benefits.**

**Deccan chronicle holdings ltd March ’11-Aug‘14**

**Position: Assistant Manager Sales**

* **Space selling in Deccan chronicle and kerala chronicle**
* **Meeting clients & advertising agencies**
* **New client development & doing special supplements’ at special days .**
* **Work with team to ensure the sales goals are met and margins are maintained.**

**The New Indian Express Aug’09 – Mar’11**

**Position: Marketing Executive**

* **Meeting clients regularly & explore new clients**
* **Achieve sales figures**
* **Coordination with advertising agency and collecting market information.**
* **Timely collection of advertisement payments from agency.**

**MERCK India pvt ltd July’05 – April’07**

**Position: Medical representative**

* **Arranging appointments with doctors ,pharmacists**
* **Making presentation to doctors ,practices staff, hospital doctors,**
* **Organizing conferences for doctors &other medical staffs.**
* **Products sampling &introduction of new product in the market**

**EDUCATION**

* MBA- Marketing - Anna university 2007-2009
* M Com-Calicut university 2003-2005

**PERSONAL DETAILS**

Date of Birth: 17th May, 1983

Languages Known: English, Malayalam, Tamil and Hindi

Nationality: Indian

Marital Status: Married