**Aabha**

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**OBJECTIVE**

With anexperience of 7+ years in Client Servicing profile in advertising and media Industry, I seek an opportunity to utilize my analytical, people skills and team work abilities thereby delivering my best performance to the company.

**RELEVANTEXPERIENCE**

**MANAGER, BookMyShow, MUMBAI JULY 2014 to PRESENT**

**Achievements**

* Worked with prestigious clients like Flmfare 2017, Percept Live (Sunburn Festival), Pajama Festival b Vir Das (Comedy Show), India Bike Week, PVR Live, Lilly Singh, SulaFest(Wine & Music festival), etc.
* Successfully conducted ticking solution above mentioned prestigious clients & helped generatingticket sales worth 3-5 crores.
* Vital role in terms of managingclients providing ticketing inventory of 2000+ where they partnered with BookMyShow to increase their ticketing sales. After experiencing the results in terms of achieving the projected revenues and best services offered to them, these clients have been giving the repeated business to the company there by increasing the revenues for the company.
* With excellent work related and performance track record, I was promoted to Manager in October 2017.

**Key Responsibilities**

* Provide turnkey ticketing solution to well established IPs in Events / Live entertainment Industry as well as Individual clients by way of providing innovative and technology based solutions to client’s upcoming events like live shows, stand-up shows, exhibitions, etc.so to ensure maximum ticket sales happen prior to execution of the events so as toensure max. Revenue generations for the company.
* Fixing & finalizing commercials in coordination with the clients.
* Taking ticketing for events live on BookMyShow&updatingclients (events) on sales numbers on a regular basis.
* Ensuring that clients are satisfied with BookMyShow as a ticketing platform and uses same platform for their future events as well.
* Co-ordination with all the internal teams like IT, Marketing, Sales, Finance, Ground Operations, Design to ensure ticket sales happen effectively and glitch-free. Any problem if arises, to be corrected on priority basis without affecting the ticket sales there by preventing any loss of revenues.

**SENIOR MEDIA EXECUTIVE, Group M (Mindshare), MUMBAI MAY 2013 to AUGUST 2013**

**Key Responsibilities**

* Understanding client’s business objectives and suggesting media strategies, using the most effective platforms, to achieve the desired results.
* After plan approval,I was responsible for managing media budgets and execution of the same.
* To ensure that media budgets are used to maximum potential by continuously tweaking these plans based on competitor activities.
* Involved in creating Consumer Profiling based on their habits and behavior, identifying target audience, competitor tracking; analysis and market prioritization, etc.
* Another core-responsibility was co-ordination with Press, TV, Radio, etc. to ensure efficient execution of the clients’ media releases.
* Have worked with prestigious clients like **HSBC and Gyproc (False Ceiling)**.

**SENIOR MEDIA EXECUTIVE, STARCOM MEDIAVEST, MUMBAI MAY 2012 to MARCH 2013**

**Key Responsibilities**

* Job role included Media Planning for clients i.e. understanding clients business objectives and suggesting media strategies, using the most effective platforms, to meet them.
* Evaluating the plan by using media software’s like TAM / IRS/ RAM.
* Ensuring that client investment generates maximum returns in terms of conversions / marketing buzz
* Once a plan was approved, was responsible for managing media budgets and execution of the same.
* Was also responsible for continuously tweaking these plans based on competitor activity to ensure that media budgets are used to maximum potential.
* Evaluating the plan by using media softwares like TAM / IRS/ RAM.
* Ensuring that client investment generates maximum returns in terns of conversions / marketing buzz
* Have worked with clients like **BlackBerry, Diageo (Smirnoff, VAT 69, JW Blue, JW Black, Rowsons Reserve, etc), Glucon-D, Disney, Radio Mirchi, etc**.

**MEDIA PLANNER & BUYER, LODESTAR UNIVERSAL (DRAFT FCB ULKA), MUMBAI DECEMBER 2010 to APRIL 2012**

**Key Responsibilities**

* Job role included understanding clients business objectives and suggesting media strategies, using the most effective platforms, to meet them.
* Evaluating the plan by using media softwares like TAM / IRS/ RAM.
* Ensuring that client investment generates maximum returns in terns of conversions / marketing buzz
* Once a plan was approved, was responsible for managing media budgets and execution of the same.
* A large portion of my time was also spent in analysing the clients customers based on various factors in order to understand and target the most ideal audience to fulfil the clients aim.
* Engaging myself in Strategy presentation & competitive research helped me to gain better perspective of the market & brand, thereby creating effective media plans
* Have worked with clients like **Mahindra Xylo (M & M), Mahindra Construction Equipment’s (MMCE), Mahindra Powerol (Gensets), etc.**

**KOTAK MAHINDRA BANK, RAJKOT, GUJARAT December April 2007 – April 2008**

Worked as a **Credit and Marketing Back-End, Personal Loan Department**. Job role included documentation of financial papers along with data entry using specialized office software. I also assisted in tracking records of applicants from CIBIL. I was also involved in creating codes with the help of Kotak’s proprietary software APAC for customers and helping in the operational tasks to disburse the sanctioned loan amount. **2**

**ACADEMIC CREDENTIALS**

**Mumbai Educational Trust (MET) 2010**

Completed an **Advance Diploma in Mass Media**, specializing in Advertising.

**Christ College, Rajkot 2009**

Completed my **Bachelors in Business Administration (BBA)**, securing **70%** in the same.

**S.N.Kansagra School, Rajkot 2006**

Completed my **I.S.C.**, securing **85%** in the same.

**S.N.Kansagra School, Rajkot 2004**

Completed my **I.C.S.E.**, securing **76%** in the same.

**SKILLS & LANGUAGES**

 **Media Software:** TAM, RAM, IRS, MAP,TGI, Tardiis (Starcom specific)

 **Editing Software:** Adobe Premiere Pro (basics)

 **Designing Software:** Adobe Photoshop (basics)

 **Microsoft Office:** Word, Excel & PPT

 **Languages: Fluent in English, Hindi & Gujarati**

**RESEARCH**

Research and planning internships at **BIG 92.7 FM** (Rajkot, Gujarat), **Quadrant Communications Ltd.** (Mumbai) and **Contract Advertising India Pvt. Ltd.** (Mumbai) from 2009 to2012.