*JAYA*

 Email: jaya.390521@2freemail.com

 *Professional Summary*

Analytical and Strategic Business Development Manager with excellent problem solving skills. Organized, efficient and always willing to go the extra mile for on-time content delivery.

*Skills*

Digital sales & marketing |Social Media Marketing |Strong time management |Worked on deadlines| Persuasive |Customer Service| Sales Support

*Work Histo****ry***

* **ALTERNATIVE AGENCY : New Business Manager –Digital –February 16’–June 17’**

Self motivated in the identification of potential business deals by reaching out

to potential clients .

Help create shape and deliver the overall digital sales and development strategy.

Identify new opportunities and building relationship with clients by cultivating accounts in long term alliances.

Identify product improvements or new products by remaining current on industry trends and market activities.

Servicing and maintaining business with clients like Kcal , Camelicious

* **DIRECT MEDIA/ AVIOR EVENTS: Business Development Manager - Oct 13’ –Jan 15’**

Responsible for Direct Marketing, Product Selling, Product Survey, Product Sampling directly to the consumer (D2C) ·
Organized events for the Roads Transport Authority for the their annual RTA Road show.

 Created and executed Strategic Marketing Plans for keys accounts Business development for

 For the RTA in terms of sponsorships.

 Filing, database management, making proposal, contracts, follow-ups on payments, setting up meetings, administration activities.

 In association with Roads Transport Authority of Dubai (RTA), plan and suggest Direct Marketing for FMCG brands across Dubai.

* **AL NISR PUBLISHING /GULF NEWS : Advertising Account Manager Oct 11’-April 13’**

 Working together with the editorial, design and marketing teams for client solutions like PR

 Coverage, advertorials, photo shoots, marketing tie ups etc.
 Planning and managing day to day functioning of the magazines like sales forecasting and

 projection, revenue generation, issue planning and closing of the issue.

 Client and advertising agency relationship management, Identifying and winning new business

 opportunities, within defined market sectors.

 Ability to build relationships with key customers, decision makers and develop business relationship ·

 A strong, confident negotiator, sympathetic to a customer's needs whilst at the same time able to

 support the business goals of the company.

 Innovative and effective problem-solver, who has proven multi-tasking project and account

 management abilities.

 Directed and coordinated marketing activities and policies to promote products and services.

 Applied sales forecasting techniques and strategic planning to verify sales and profitability of

 product line and services.

* **AL KHALEEJ BUSINESS COMMUNICATIONS: Digital Account Manager Nov 09’ –Dec 12’**

Writing campaign brief for creative and technical team. Brainstorming with internal team (Creative, Planner &Technical) for creative ideas.

Servicing & managing online presence of accounts like Clarins, Levis, AASons & WOW – world of wipes .

Effectively execute social media & online campaigns for the brands.

Management& update Face book & Twitter fan page.

Develop and publish weekly reports on brand's activity on social media.

Interact with advertising and media agencies for social media applications development

Responsible for generating business and meeting sales target.

* **MOTIVATE PUBLISHING : Senior Sales Executive –May 05’ –Sept 08’**

Establishing contacts with all premium hotels, airlines, banks and potential clients to provide customer services to corporate clients.

Negotiate commercial rates and terms with clients in compliance with in- house legal standards.

Selling advertisements and space selling for the books.

Marketing and selling photographic prints.

Handling circulation and logistics i.e. coordinating with distributors, couriers etc.

Assist the circulation and audit executive with proper documentation.

Maintain and Update new as well as current commercial agreements with corporate clients

 Submitting monthly reports and make reports periodically as and when required.

Coordinate with the service accounts and marketing team for press releases.

Achieved 85%, 100% and 105% of valued target in the year 2005,2006,2007 respectively.

*Education*

Bachelor of Arts: Philosopy/Psychology 1995

 Jai Hind (Mumbai University) - Mumbai India

 Diploma in Business Management - 1996