

# Core Qualifications

**SOUMYA**

**Email:**

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**Languages**

* **English**
* **Hindi**
* **Malayalam**
* **Tamil**

**SKILLS**

* **Relationship Building**
* **Communication**
* **Listening sills**
* **Confidence and Presentation skill**
* Substantial knowledge of advertising and marketing techniques
* Impressive ability to develop client insights
* Creative development and New business development
* Ability to interrupt market trends and analyze data
* Proficient in the use of MS Office applications
* Positive client relations and Strong ability to balance multiple project responsibilities
* Ability to communicate effectively with clients and staff
* Positive inter-departmental relationships
* Solid ability to prioritize and organize
* Effective negotiations
* Multiple account management

# Educational Qualification

PGDM with Marketing and Insurance & Banking as specialisations SCMS – Cochin (2012)

# Work Experience

**Assistant Manager – Client Relations**

* + **Good sales &**

**IBIRD Media (02/2015 – 01/2017)**

**Negotiation skills**

* + **Personal network development**
  + **Team Leadership**
  + **Motivational skill**
  + **Creative Thinking**
* Manage the day to account client operations.
* Ensure all operation work is carried out efficiently and on time.
* Be the point of responsible contact in translating client requirements to the Agency team.
* Brief the internal teams on client work requirements.
* Also contribute to thinking on the brands so that clear and sharp briefs can be written.
* Manage client relationships and deliver superior customer service.

# Advertising Account Manager - Client Servicing

**Goto Design Media and advertisement co. (01/2017-01/2019)**

* + Prepared client advertising presentations.
  + Responsible for managing brand responsibilities and client expectations.
  + Co-ordinating with the agency’s Creative, Media and Technical teams in offline / digital / experential and ensure timely project delivery.
  + Negotiated contract terms with clients.
  + Responded to client questions and addressed project issues.
  + Prepared promotional efforts and assigned team duties to execute such plans.
  + Coordinated with marketing and sales teams on various projects.
  + Recruited and hired account teams and reviewed team performance.

# Associate manager- Account management - Advertising (01//2019 –Till date)

PRIMARY RESPONSIBILITIES: PRINT MEDIA

* + - To oversee a portfolio of assigned customers. Then understand client requirements and make design team to understand the requirements.
    - Also develop new business from existing clients and actively seek new sales opportunities.
    - Make presentation and ensure to meet deadlines set by clients.
    - Develop strong and long lasting relationships with customers, connecting with key business executives and stakeholders.
    - Ensure the timely and successful delivery of solutions according to customer needs and objectives
    - Answer client queries and identify new business opportunities from new customers.
    - Liaise with cross-functional internal teams (designers, sales and marketing) to improve the entire customer experience.
    - Clearly communicate the progress of monthly/quarterly initiatives to internal and external stakeholders
    - Prepare reports on account status

PRIMARY RESPONSIBILITIES: SOCIAL MEDIA

* + Developed online marketing campaigns and contests in facebook instagram etc
  + Assisted the marketing team with developing and implementing social media strategies.
  + Build and execute paid social media campaigns and Lead generation from facebook ad instagram.
  + Manage social media planning for execution of marketing strategies and community management.
  + Monitor online presence of company’s brand and engage with users strengthening customer relationships
  + Working with colleagues to brainstorm and develop ideas for a social campaign aimed at small to medium sized business clients
  + Work with the internal creative promotions team and outside creative agencies to develop and create social assets to fulfill all social marketing roll-outs