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**Marketing Communications & Sales Management**

* A marcom professional with 6 years of experience leading corporate marketing B2B and internal communications for Media and Entertainment Industries in Publishing/Advertising & Direct marketing companies.
* Accomplished and agile Market Strategy in identifying, analyzing and exploiting market opportunities within a variety of organizational structures and corporate development stages.
* Project management, strategic planning, integrated marketing communication within the sales and marketing team to enhance the revenue and also generate new customer base. marketing campaigns that effectively reinforce and build brand images and establish strong relations with the clients.

**Skills**

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| --- | --- |
| * Sales Driven Marketing & Product Strategies & Campaigns
* Corporate Communications
* Product Positioning & Branding
* Business Trend Identification & Forecasting
 | * Focus Group & Market Research
* Sales Collateral & Support
* Public & Media Relations
* New Product Launch
* Plan Formulation & Results-Generating Execution
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**Professional Experience**

Big Sea Marcom India Pvt Ltd, New Delhi (A group of companies involved in Publication/Web/Digital Media & Advertising)

**Marketing Communications Manager,** 8/2010 till Date

Manage corporate marketing and communications functions for a publication merely starting from a scratch & 4 in team to 1.5 Cr Turnover & 23+ member team. Managing Direct brand management, PR, media relations, corporate positioning, Market Research and Customer identification, Sales opportunities and Targets planning and executions.

***Selected Accomplishments:***

* Developed totally sales driven Marketing strategies and campaigns with Sales Team to reach to 1.5 Cr Turnover in short spans of 2 years only.
* Development of highly effective marketing plan strategies, which resulted in a substantial increase of brand recognition in less than one year.
* Led market research to Identify opportunities and possibilities for the Publication for the future strength in the content and presentation among the competitors to make it a Brand.
* Channelized the sales and marketing team with the creative department to make an effective sales tool for the Publication .Web portal & Digital format of the publication ensured the diversification of the new business and created a dynamic communication flow with the readers and Targets for the long run.
* Performed ongoing customer/market research and demographic profiling to identify and capitalize on unmet market needs ahead of the curve.

Big Sea Marcom India Pvt Ltd, (EYE Q Advertising) New Delhi (A group of companies involved in Publication/Web/Digital Media & Advertising)

**Marketing Executive** 6/2009 to 8/2010

Manage Different verticals of the group involved in three different projects (E-Magazine, Web Portal, and Advertising). Worked on different market research and identification of consumers in different demographics to launch a new B2B Portal for the specific trade.

***Selected Accomplishments:***

* Handled Space selling and Marketing for a New Web Portal Woodpanelindia.com launch with a Prior Information of just 30 days. Biggest challenge was to promote and raise revenue in the market where even no awareness of Internet and Web was identified. Woodpanelindia.com a B2B portal dedicated to the Wood & Panel trade of India, which connects the buyers and company.
* The Portal in just 3 month had 60+ members of more than 18 Lakh sales with just 4 members in the team

Global Communication (Media Buying & Direct Marketing Company) New Delhi

**Business Development & Client servicing** -7/ 2008 to 6/2009

* The primary function was to interact with clients for communication strategy, promotional inputs, advertising plan and production of advertisement for various media. Briefing to the creative agency about the client requirements along with the timelines. Get the approval for the creative and post approval manage the accounts.
* Making presentations along with the concepts and the impact of the concept after research on the consumer behavior and product positioning in all the specific age group /Demographic and viewers targets.

Insight Vision (Advertising & Marketing Company) New Delhi

**Client servicing Executive -** 10/ 2007 to 6/ 2008

To make the presentation for the agency with the concept, follow up with the production team and creative team, Quality and proof checking before the creative is passed on for approvals to the client. Make sure that all parameters specified by the client are met with.

Seap Films (Advertising & Marketing Company) New Delhi

**Client servicing Executive 5/2007 to 9/ 2007**

To assist the director and creative team in all phase of production (Pre-Production, Production & Post Production), Arranging for the necessary data and assets required by the resources for the respective work.

 **Academic Qualification**

* Bachelor’s of Journalism and Mass communication from JIMS (Jagannath Institute of Management Studies) Affiliated to Indraprastha University, New Delhi (2004-07).
* B.A. from Delhi University in History and Political Science.

 **Personal Attributes**

Thrives in a changing and challenging role. Combines a focus on achieving goals with thoughtful analysis and judgment. Results driven; champion at delivering to deadlines. Focused; yet flexible at accommodating unforeseen changes. Well-suited for environments where clarity of thinking and fluency of communication are critical.

* Extremely well organized, efficient, and detail oriented. Effective in planning, organizing, and executing multiple assignments simultaneously and taking a proactive role in anticipating and implementing the needs of the organization.
* An outstanding contributor whether working independently or in team settings. Ability to deal tactfully and effectively with people. Independently resolves administrative issues quickly and professionally
* Strong communication skills in projecting a strong positive image. Adept at communicating with management, vendors, and internal departments to coordinate overall sales & Marketing/Marketing & communication efforts
* Consistently exceeds objectives with accomplishments in developing and executing a variety of creative and operational projects, managing data, and learning new technology for marketing and communication.
* Expertly skilled at identifying and documenting new procedures, such as recommending and developing solutions that can be implemented to address issues and improve sales & Marketing process and efficiency, resulting in exceeding objectives.

 **Personal Profile**

* Date of birth October 2,1983
* Languages Known English, Hindi
* Nationality Indian
* Strength Good communication,extrovert,positive

 Attitude, Dedicated and hardworking.