

**Yohann BMS, MBA**

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**Career Objective**

With over 5 years of work experience, seeking a challenging position in a reputable organization to expand my learnings, knowledge and skills while making a significant contribution to the success of the company.

**Professional Experience**

**Company:** Logicserve Technologies Pvt. Ltd.

**Job Title:** Manager–Business Development

**Job Description:** Digital Marketing Campaign Activation & Monitoring

**Sept 2018 – May 2019**

* Handling a team responsible for New Business Development for brands CouponRaja and CompareRaja through CPA/CPS, Branding, Influencer and Content marketing activities.
* Affiliate marketing and strategic tie-ups with new clients acquired.
* CPL & SEO/SEM campaigns carried out predominantly for Real Estate & BFSI clients.
* Monitoring all performance campaigns through analytics and real time tracking.

**Achievements:**

* Expanded the agency business model by getting Real Estate and BFSI clients on board for the first time for website development, SEO, SEM and CPL campaigns.

**Company:** Housing.com **July 2017 - Sept 2018**

**Job Title:** Senior Account Manager

**Job Description:** New Client Acquisition, Campaign Management & Client Servicing

* Client acquisition of real estate developers for advertising their new projects on Housing.com.
* Responsible for the entire process of new project mapping, database management, on-boarding of new clients, suggesting the optimum product, designing the lead generation campaign and delivering results.
* Client Relationship Management to ensure 100% satisfaction in the quality of leads delivered.

**Achievements:**

* Was awarded the ‘Most Valuable Player’ across Mumbai for 2 consecutive months of November and

December, 2017.

* Cracked several top clients who had never come on board before, with more than 60% of them exclusive on Housing.com.

**Company:** Hindustan Times Media Ltd. **Feb 2016 - July 2017**

**Job Title:** Assistant Manager

**Job Description:** Corporate Presentations & Business Development for New Radio Station

* Preparation of the Radio Nasha Presentation, Quarterly Programming Plans & planning the marketing activities/on ground activations for the frequency along with the in-house creative and production team.
* Forecasting monthly/quarterly/annual sales targets and executing them in the given time frame.
* Presenting the frequency to clients and advertising agencies to generate business through ad sales and maintaining business relationships with them to ensure repeat business in each campaign planned.
* Creating MIS reports on Team Performance, Revenue Growth, Dispersion, New Business Development, Client Prioritization Grid, Annual Operations Plan, Go to Market Strategy, Client Bundling, Client Coverage, Pure Money Clients, Exclusive Clients, Repeat Clients, Radio Audience Measurement Data, Air-check, etc.
* Conducting competitor analysis and constantly keeping abreast of market trends.
* Training new joinees being one of the senior most members of the team.

**Achievements:**

* Was a key member of the pilot batch of Radio Nasha and cracked the first client.
* Was assigned the responsibility of handling the Gujarat & Pune market at the launch of the frequency.
* Convinced several non-radio clients to advertise for the first time on radio.
* Cracked the deal for the first ‘Top of the Hour’ premium spot of Radio Nasha.

**Company:** Zomato Media Pvt. Ltd. **Sept 2015 - Feb 2016**

**Job Title:** Sales Manager

**Job Description:** New Client Acquisition, Campaign Management & Client Servicing

* Responsible for the entire process of prospect generation, lead management, on-boarding of new clients, payment collection and campaign activation of digital banners on Zomato App and Website.
* Campaign management for the client to monitor customer traction on their microsite.

**Achievements:**

* Achieved base target from the very first month.
* Closed deals in uncharted territories.

**Company:** Sterling Info Systems Pvt. Ltd. **Oct 2011 - Aug 2012**

**Job Title:** Associate

**Job Description:** Pre-Employment Background Verification for US based clients

* Communicating with the Owners/HR Department of various organizations in the US for verification of employment on behalf of our clients.
* Preparing and submitting reports of daily, weekly and monthly closures to the Team Leader.

**Achievements:**

* Was adjudged ‘Best Performer of the Month’ in just the 2nd month.
* Was allocated Esteemed Clients from the 4th month and made a mentor to new comers within 6 months.
* Was a part of the Process Improvement Team that helped improve efficiency and productivity of operations.

**Company:** Altius Customer Services Pvt. Ltd.

**Job Title:** Customer Service Associate

**Job Description:** Outbound Telesales for UK based client Network 3

**Oct 2007 - June 2008**

* Connecting with and converting Orange and T-Mobile prepaid users in the UK to Network 3 billing customers.
* Obtaining payment details, running credit checks and closing the deal on call.

**Achievements:**

* Was always among the top 5 performers achieving 150% + of my target each and every month.
* Supervised a team of new joinees and handled customer escalation calls during the latter part of my stint.

**Education**

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|  | **Year** |  |  |  | **Examination** |  |  |  | **Institution** |  |  |  | **Board/** |  |  |  | **Percentage** |  |  |
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|  |  |  |  |  |  |  |  |  |  | **University** |  |  |  | **Obtained** |  |  |
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|  | 2013-15 |  |  |  | MBA |  |  |  | SIES College of Management Studies, |  |  |  | Mumbai |  |  |  | 71 |  |  |
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|  | 2008-11 |  |  |  | BMS |  |  |  | Wilson College, Mumbai |  |  |  | Mumbai |  |  |  | 70 |  |  |
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|  | 2007 |  |  |  | HSC |  |  |  | Mulund College of Commerce, Mulund |  |  |  | Maharashtra |  |  |  | 70 |  |  |
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|  | 2005 |  |  |  | CBSE(10th) |  |  |  | Lokpuram Public School, Thane |  |  |  | CBSE |  |  |  | 83 |  |  |

**Projects and Internships**

**Summer Internship Project**

**Company:** Digital Law & Kenneth | Saatchi & Saatchi

**Title:** Digital Marketing as an Effective Marketing Tool

**April 2014 - June 2014**

**Clients handled:** Lavasa, Godrej Properties

* Was responsible for overseeing the entire restructuring of the Lavasa website and mobile app.
* Planning and designing the Lavasa & Godrej Properties website interface along with the client representative and the in-house creative, design & development team.
* Prepared presentations for Godrej Properties using Google Analytics for statistics of all digital platforms.

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| **NGO Project** | **Nov 2013** |
| **Organization:** SPJIMR’s Abhyudaya, Andheri |  |

* Teaching verbal and reasoning skills to underprivileged children (7th - 10th Std.) of neighboring government schools to help them prepare for a scholarship exam.

**Key Competencies**

* A critical thinker with strong analytical & problem-solving skills.
* Result oriented with strong time management & high attention to detail.
* Hard working, proactive and enthusiastic attitude.
* Good communication and presentation skills.
* Flexible & adaptive in thought process.
* Multi-tasking skills, good grasping abilities & understanding of business procedures.

**Special Achievements**

* Winner while representing SIESCOMS at ‘Dream Merchants’ – a movie trailer making competition at

‘Evoke’ 2014 – The Annual Management Event of Thakur Institute of Management Studies.

* Topper in the 5th Semester Bachelor of Management Studies (BMS) Board Examinations in college.
* Have won medals in several athletic meets, the pick of them being:
  1. 1st place in 4x100 Meters Relay at Dadoji Konddev Stadium (District Level Sports Meet-2004) o 2nd place in Long Jump at the Inter School Level – 2003
* Winner at Emirate Level English Essay Writing Competition conducted by The Ministry of Education, U.A.E.

**Extra-Curricular Activities**

* Compered for the annual SIESCOMS Management Fest ‘Virtualities’ 2014.
* Organized the BMS festival 'ADOREA' 2010 at Wilson College (Sports Section).
* Have organized and participated in several inter college, inter church and local football tournaments.

**Personal Details**

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|  | Date of Birth | : 24th January, 1989 |
|  | Gender | : Male |
|  | Marital Status | : Married |
|  | Languages Known | : English, Hindi, Kannada |
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