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# SUMMARY

* + - * 10+ years of consulting and industry experience with proven track record of initiating and delivering sustained results in **Digital, media , technology**  sales .
      * Leading cross-functional teams to bring about design and implement change and improvement in strategy, process, and profitability with expertise in Corporate Strategy, Sales Transformation, Sales Operations, Process Design/ Implementation, & Program Management

WORK EXPERIENCE

**AVP Strategy & Sales Whitevox Aug 2017- Till Date**

* Worked directly with CEOs , to plan growth roadmap for next 5 years, with 25% growth in topline and 40% growth in bottom line, for overall organization
* Delivered ‘Go-To-Market’ strategy for building new service offerings for enterprise channel.
* Led development of key accounts, focusing on sales , contributing $1Mn in revenue
* Developed alternate sales channel for expanding reach .
* Developed In house process and building team to manage Government tenders .
* Setting Up offices and delivery process in various channels

**Contribution Snapshot:** Played an instrumental role in Creating sales and operation team structure , New client acquisition and structuring review mechanism , strategic initiatives across organization . Managing and filling new tenders , managing Government clients like Air India Express , GAIL , Tamil Nadu government .

**Director Soinsi Digital Jun 2016- Aug 2017**

* At Soinsi (Social Influence Simplified) our aim is to be the ‘Global thought leaders in digital marketing’
* Managing the sales majorly for Delhi/Mumbai/Bengaluru Market-- Offering Customized Solutions to the Potential Clients.
* To reach out to their Perfect target audience through Influencer Marketing i.e. Twitter Outreach campaign, Blogger outreach campaign, YouTube, Instagram & Facebook campaign and Twitter trending campaign. Social media intelligence.
* #Blogger meet - 360 Degree execution of the campaign with Team.
* Strategic alliance with different Brands across India for Blogging Partnership.
* Execution of On ground activities (Blogger Meets, Brand Events, Blogging Partners)

**Contribution Snapshot:** Drive the content and digital strategy for the entire roster of clients and help develop effective and advertising that helps move the business. Responsible for the company P&L and generating new business.

**Sr. Sales Manager Blogmint July 2013- May 2016**

* Responsible for the sales of **Social IQ** and **Blogmint product** and Tangerine Brand Content and Management services.
* Responsible for alliances, business development and launching new product and services.
* Heading PAN India Business.
* Responsible for Ideating, conceptualizing and strategizing the creative and content strategy for the brands on social platform.
* Plan, manage, coordinate and execute all content programs and initiatives.
* Analyze and evaluate both existing and potential social media activities and strategies
* Responsible for generating leads through Web Research,, seminars, events and Marketing Campaigns
* Interacting with all channel partners for query solving & closing of deals.
* Monitored and supervised roll-out of campaigns and evaluated the success level
* Apt at leveraging technology & Internet platforms to support business objectives
* Worked closely with Technical Account Managers & Infrastructure Service Managers to expedite Incident reports to clients with a minimum turnaround time.

**Contribution Snapshot:** During my stint at Blogmint, Asia's 1st Influencer Marketing Platform, I was responsible for driving the brand to foray as a leader in the Influencer Marketing domain.   
With stringent efforts, in a record span of 1 year, Blogmint was established as a market leader with a healthy top line. During my stint, I managed to scale Blogmint in markets like Indonesia, Thailand and Middle East.

Manager Amagi Aug 2011 – July 2013

* Understanding the business requirements and analyzing the market in which the clients are operating and providing a solution to them through Amagi.
* Understanding the interface of Amagi and integrating the technology aspect with respect to the client’s needs.
* Being involved with market as a whole, educating and developing the client and the need for advertising their products.
* Client requirement analysis with respect to a specific region or set target Audience.
* Working proactively with various Organization Heads to ensure maximum visibility for Amagi, suggesting and conducting various activities across region to build a brand presence for Amagi that includes Seminars, conferences etc.
* Acting as a motivational medium to the team, ensuring they achieve their set targets

**Contribution Snapshot:** Responsible for establishing and driving the strategy to grow brand and revenues

Sales Manager Radio Mirchi May 2009 – Aug 2011

*Radio Mirchi:* Worked as Manager for Sales partnership in Delhi

* Tapping the untouched SME/BD clients who have great budgets to invest for marketing purposes but have never used Radio until now.
* Initiated the complete product launch ATL campaigns for corporate clients like Luminous, DS group etc.
* Interacting with Different agencies and co coordinating with corporate clients for planning their Pan India Radio Campaigns effectively.
* Successfully conceptualized, pitched and executed a campaign for Tech Mahindra for a value of Rs 1.5 Cr with a profitability of 80%.
* Contribute to sales strategy and generate ideas for revenue maximization
* Client and market mapping reports for assigned area / industry and reporting on client spends at a brand level.
* Sales related reports including weekly reports, sales projection report, monthly sales plan, etc.
* Providing written brief to programming for the spot / commercial based on inputs from client / agency and ensuring proper scheduling of spots.

**Contribution Snapshot:** Superseded annual salaes target by 280%, acquiring new business worth Rs.35 Mn in first year of joining secured largest individual campaign deal of Rs. 12 MN worth FCT to be burned in 90 day window single handedly.

**SUMMER TRAINING (MAY’05 – JULY’05):**

Acquired corporate work experience in marketing through Marketing Research in GALLUP INDIA LIMITED (New Delhi) for a period of eight weeks from ( May 2, 2005 – July 15, 2005).

**Project Title**: Analyzing the Customer Satisfaction level of EICHER trucks.

**Results** : The research findings were that the customers were not satisfied with the body of the EICHER trucks and after sales dealer services.

**Recommendations** : Better sales servicing and strong structure were EICER should need to improve.

**QUALIFICATIONS**

**PROFESSIONAL QUALIFICATION:**

Post Graduation Diploma in Business Administration (PGDBA, 2004-2006) from Graduate School of Business & Administration approved by AICTE, Govt. of India & Association of Indian Universities (equivalent to MBA) which is one among the top 50 colleges of India.

Dual Majors : Marketing & Finance

**ACADEMIC QUALIFICATION:**

B.B.A from G.L. Society College during 2001-2004 affiliated to Gujarat University, Ahmadabad.

Specialization: Marketing and Finance