**MEHUL MEWADA**

**AGE : 46**

**RELIGION :Hindu**

**LOCATION : Mumbai**

**GENDER : M**

Email: mmehul2009@gmail.com

**STATEMENT OF PURPOSE**

Seeking challenging assignments in Sales & Marketing /Business Development/ Strategic planning with a progressive organization.

**PROFESSIONAL SUMMARY**

* Head – Sales with 12+ years of chronicle success in assignments in Sales & Marketing, Business Development and Operations in the **Space Selling industry / Dotcom Industry / Online Internet Ad sales (B2B and B2C sales) as well as having experience in Corporate Event Management of 3 years.**
* Started career in Feb 2000 with Tata Infomedia Limited as Sales Executive; Joined Next Gen Publishing Limited ( Forbes & HDFC Enterprise ) as Area Sales Manager and got promoted to Branch Head within a year; Worked with ApnaPaisa Private Limited as Head – Telesales. Currently heading PAN India sales operations as Head – Sales and Marketing for a reputed magazine.
* Expertise in implementing innovative sales and marketing programs/ plans to enhance product visibility and escalate revenue. Adept in all functional areas of Sales & Marketing.
* Comprehensive understanding of Business generation and sales techniques.
* Exceptional communication & presentation skills with proven analytical & client servicing abilities.
* **Pro Trekker and successfully completed 5 YHAI National level treks.**

**AREAS OF EXPERTISE**

**Business Development & Consulting**

* Overseeing the sales and marketing operations, thereby achieving increased sales growth.
* Identifying new markets and developing network and positioning the brand in premium position
* Identifying prospective clients for deeper market penetration.
* Tracking market/ competitor trends to keep abreast the changing client’s requirement.

**Sales & Marketing**

* Develop marketing & Sales strategies to build consumer preference and drive volumes.
* Formulate marketing procedures & Plan marketing activities to achieve volume estimations and review effectiveness of the same.
* Initiate sales techniques for better market reach and penetration/awareness.
* Analyze market trends, sales performance through channels, and other critical trends.
* Dealing with CEOs, MDs and senior management (HNI Clients and NRI Individuals))

**Strategic Planning**

* Developing periodic business plans & strategies, in coordination with macro plans of organization.

**ORGANISATIONAL DETAILS**

**May 2010 – till date with a reputed industry specific Magazine as Head – Sales and Marketing.**

**Company Profile:**

The company is a publisher of monthly international magazine. The current circulation for the magazine is 55,000 copies with subscriber base in USA, U.K., Singapore, Hong Kong, Bangladesh, Dubai, Sri Lanka apart from India.

Company also runs a portal which attracts approx 10,000 hits per month.

The company is also engaged in directories as well as event management solutions.

***Job Profile:***

* Heading PAN India as well as International business operations.

# Planning

* Create annual operating plans that support strategic direction set by the board and correlate with annual operating budgets; submit annual plans to the board for approval
* Develop and monitor strategies for ensuring the long-term financial viability of the organization.
* Develop future leadership within the organization.

# Management

* Promote a culture that reflects the organization’s values, encourage good performance, and reward productivity.
* Create and maintain procedures for implementing plans approved by the board of directors.
* Evaluate the organization’s and the staff’s performance on a regular basis.

**Marketing and PR:**

* Manage advertising opportunities in other media program, press and at venues.
* Organize the availability of company members for media/PR events as necessary.
* Oversee content, production and distribution of all marketing and publicity materials (posters, program, flyers, mail outs, brochures etc) with director, designer and project manager.

**Event Management:**

* Planning, making strategies and implementation of all internal events as well as events of clients.
* Entire vendor management and internal team coordination during events.

**Jan ’09 – May 2010 with ApnaPaisa Private Limited as Head - Telesales**

Apna Paisa.com is India's leading price comparison site and attracts about 500,000 unique visitors with about 1.5 million page impressions every month. Under the umbrella of ApnaPaisa, the organization has 2 websites viz apnaloan.com and apnainsurance.com catering towards finance industry

*Job Profile;*

* Heading PAN India sales operations for both the websites
* Developing sales strategies and schemes for clients
* Responsible for revenue targets
* Retaining existing business and generating revenue by getting new business
* Heading a team of 80+ employees

**Feb ’08 – Dec 08 with Getit Infoservices Limited as Sales Manager**

GETIT Infoservices Ltd, introduced the concept of Yellow Pages in India under the brand name GETIT Yellow Pages. Getit has recently launched India’s first multi telecom, multi colour commercial telephone directory ( Getiti Bizlist )

*Job Profile;*

* Heading Mumbai and Hyderabad operations for [www.bizlist.co.in](http://www.bizlist.co.in/) and Bizlist directory for sales and non sales activities. **(** **SME + CORPORATE SALES )**
* Responsible for revenue generation for Getit Bizlist for Mumbai ( Print and online version )
* Identify key adwords for Search Engine Optimization and Search Engine Marketing to increase hits for the website / PR of the website and have new visitors for the website
* Generating revenue through online advertisements /online banners / print advertisements
* Heading **Telesales Dept / Direct Sales Dept / Admin Dept and Customer care (60+ employees)**

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Mar’06- till Feb’08 with Sulekha.com New Media Pvt Ltd, as Branch Manager – Mumbai

Sulekha.com is a Multinational Organization based out of Texas in United States. It is having a portal ( Sulekha.com ). It is a very popular portal among NRI community, sulekha.com caters to online and offline advertising solutions to advertisers. First classified portal to start the unique concept of click to call advertising. Product packages of sulekha.com include

* Advt Postings
* Banner advertising ( Online and offline )
* Branding Solutions for Corporates
* Trade Leads
* Customised web solutions

*Job Profile:*

* Heading Mumbai branch for both sales and non sales activities. Handling a strength of 80+ employees including 30 Field Executives and 45 Tele Sales Executives
* Looking after Sales operations / Administration / Back office / Client relationship and After sales service.
* Promote online advertising solutions to SMEs , Corporate and other related companies

June’04-Mar’06: Sales Manager in association with Next Gen Publishing Limited as a Sales Manager

Next Gen Publishing Limited is engaged in the business of Yellow Pages and Special Interest Publications like Smart Photography, Car India, Bike India, Computer Active, Ideal Home.

*Job Profile*:

* Handling a Branch for Sales & Administration of South Mumbai. ( Print and online version )
* Managing a team of 36 employees (Marketing and Tele Marketing)
* Profile included Space Selling (Online and print version), Client Servicing, Formulating sales and marketing Strategies for the company. Achieving monthly and annual Sales Target.
* Achieving revenue targets for online sales and offline sales

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**Feb’00–June’04 with Tata Infomedia Limited as Senior Sales Executive (Exporters Pages Department)**

Tata Infomedia Limited (Currently Network 18 Limited ) focuses on space selling through Yellow Pages, Exporters Pages, Magazines like Search, Better Photography.

*Job Profile;*

* Space Selling & Client Servicing ( Online sales and print media )
* Co-ordinating with Clients (Exporters) for advertisements and branding on website.
* Booking advertisements for Exporters pages and for www.indianexporters.com
* Handling Corporate accounts.

**ACADEMIC CREDENTIALS**

B.Com June 1999 Mumbai University J. M. Patel College, Goregaon (West)

H.S.C Mar 1996 Mumbai University Chetana’s College, Bandra (East)

S.S.C. Mar 1994 Mumbai University St.Francis High School, Borivili (West)

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**PERSONAL DETAILS**

Name : Mehul Mewada

Date of Birth : 23rd March 1978.

Language Competency : English, Hindi, Gujarati, Marathi

Present Address : Mumbai

Age : 31 years.

Marital Status : Married

Nationality : Indian

Interests : Traveling, Music and Trekking.

Personal achievements : I have my own orchestra & perform on stage shows as a hobby and have succesfully completed 5 national level trekking through YHAI.