

PRASANTH SUSARLA

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MANAGER

To work in a media environment that provides more avenues in the fields of Marketing & Networking. A dynamic career around 15+ years that reflects rich experience in people management, ecosystem & industry growth.

PRINCIPLE ACCOUNTABILITIES & STRENGTHS

- A multiphase working professional with a strong exposure to Media industry. Previous experience in organized retail & Wellness and E-Commerce around Marketing, Business Development & communications.
 - Integrated Marketing | Segments | Pricing | Insights | Revenue strategy | Operations Management are key strengths.
 - Met deliverables in Media & Retail industry. Currently spearheading the efforts thru Business Development in startup brand **Optimal Media Solutions a Times group company** in the city of Hyderabad Digital media solutions to customers.
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PROFESSIONAL EXPERIENCE

Optimal Media Solutions Ltd – Mediawire International
Hyderabad

Sept'2022 to till now

Manager – Corporate sales (Digital)

Key Accountabilities

- **Content Management:** Concept selling of PR stories on digital news distribution platforms of Times group i.e TOI, ET and many more. A multimedia press release platform. Meeting potential clients by growing, maintaining and leveraging network. Build the content strategy and roadmap in line with company's vision.
- **Sales funnel Management:** Building, cultivating prospect relationships by initiating communications, solutions, closures and conducting follow-up qualification in order to move new business opportunities into the sales funnel.
- **Target marketing:** Improve brand perception, drive demand across target customers, media, ecosystem partners, analysts, and more. Work with the business to develop thought leadership, case studies, videos, solution collaterals, press releases, internal communications and other types of content that support planned campaigns as well as ongoing needs
- **International Sales:** Understanding of international market. Target region is APAC. Develop and execute sales strategy through market analysis specially for the clients in India, Australia, New Zealand and Singapore market.
- **Customer Acquisition:** Understand client's business/ brands and develop content strategies. Understand client briefs and suggest a suitable campaign. To create/maintain excellent relationships with clients and with the specified persons and be able to tailor pitch the product according to their specifications. Attending conferences, meetings, and industry events.

- **Performance management:** Track the performance of the content or campaign based on view completion and relevancy which can be detected through analytics and other feedback mechanisms.
- **Client servicing:** Minute and circulate all discussions/ brief post client meetings. Coordinate agencies on video production, content and photography wherever required. Ensure timely report of the campaigns to the clients. Accountable for all aspects delivery of work to the client and campaign management etc.

Medtotes
Hyderabad

Oct' 2019 to Aug'2022

Marketing and Business Development Manager

Key Accountabilities

- **Customer Acquisition/ Sales management-** Identify new opportunities in the market, building relationships with prospects as an expert on employee benefits. Scheduling meetings with HRs of companies and pitching the company's products. Manage demand generation including managing the funnel in concert with sales and optimizing based on performance. Planning & implementing BTL campaigns like RWA's, Corporate events & Health camps to improve app downloads & registrations. Provide pre- and post-sale marketing support. Revenue generation & maximisation by corporate sales.
- **Vendor Acquisition-** Acquiring organised & chain diagnostics, hospitals onboard for consumer services nationally. Acquiring hospitals onboard for medical packages.
- **Digital Marketing-** Create digital marketing strategy. Maximize traffic and visibility from search engines through both paid and unpaid efforts for identified keywords. Measure and report the performance of all digital marketing campaigns and assess against goals. Manage SEO and SEM, SMM advertising and social. Track and measure SEO and Google Analytics and provide reports on weekly basis.
- **Email Marketing -** Lead email marketing campaign for the organization. Email marketing covers vendors & users.
- **Social Media Marketing -** Be responsible to increase organic social media traffic. Managing content on social media handles like Facebook, Twitter, Instagram & LinkedIn. Positioning the brand in right way.
- **Call centre-** Support the team in growing new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content. Support the team in growing new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content

THG Publishing (P) Ltd.
Hyderabad

April 2018 till July 2019

Senior Manager - S&D Dept

Key Accountabilities

- **Team Establishment -** Established small team (>20) to the recently launched product line. They proving to be assets of the organization.

- **Onboarding-** requisites and frontend all welcome formalities including familiarization of processes for new joiner.
- **Brand visibility:** Leveraged the 1878 brand glory in improving market penetration to the publications The Hindu – In School, Weekender and Young World. Taking the English reading & speaking thru kaizen. A significance 35% improvement in market penetration.
- **Revenue Mgt-** Strategically contributing to the sales numbers of the flagship brands by generating a captive young audience through the children newspapers.
- **Product** - New Product/ Product Extension Planning, Development and Launch: Gather inputs from consumer insights coordinate for Consumer Preference Testing & initiate new product launch.
- **Intra office Mgt** -A good inter-department and cross functional team relationships and the ability to work with all levels of the organization.
- **Audit Adherence** -Implementing audits to ensure data accuracy and process adherence. The audits include internal & external audit methodologies.
- **Activations** - Plan and prepare the brief for project activation and plan execution.
- **Distribution Channel-** Monitor product distribution and consumer reactions. Proactively to resolve day to day operational issues.
- **Growth Strategies-** Brainstorm new and innovative growth strategies. Thus improving bottom line revenue to the vertical.

Reliance Broadcast Network Ltd. (92.7 Big Fm)

Nov'15 to April 2018

Marketing - Manager

Key Accountabilities

- **Regional Marketing Calendar-** Developing & executing marketing campaigns effectively using integrated marketing channels that in result in QoQ increase of Cummes, TSL & overall Station Listenership (share %) (RAM/ IRS). Planning & effective execution of national & regional QoP marketing plan- across ATL, BTL & Digital. Working with station heads, programming & other stakeholders to drive local programming & product marketing. Managing Budget for each spike as per plan. Driving innovation across all marketing plans- to create a distinctive advantage for the brand.
- **Customer Marketing/Tie-ups/Alliances/ Activations:** Influencing market share with developing timely Alliances & tieups for QOPs, local events, retail chains for vouchers for gratification.
- **PR for the brand:** Driving positive PR for the brand to both consumer and customers. Work with PR team for local execution, press conference, media relations. Target influence & coverage in region across trade & consumer campaigns Trade.
- **Systems & Processes:** Regular Reports- weekly & monthly. Region/station Analytics/MOM/Deep dives- monthly PR/PO process & vendor management & payments Competition Mapping. Internal & external stakeholder satisfaction had been key agenda. Working on new / improving ideations that help in monetization to the organization. Facilitating field sales tools to the sales team. Digital or social media had been pioneering initiative, instrumental in progression.
- **Digital Marketing:** Manage regional social pages & drive engagement. Increase the follower's base in the station social media pages. Execute regional digital deliverables- as per QoP/programming requirements.

drive original content that work for individual regions- with a potential of virality & high viewership/sharability . Managing relationships with media entities and public celebrities to build rich content.

- **Achievements:** Nationally bronze award winning Sonata act 8PM to 8 AM campaign for best promotion integration & execution for RBNL at Golden Mikes awards by Exchange 4r Media Group. Year 2017 marked great beginning with Sonata Act campaign for On Ground & on Air. ACEF Award & Media Exchange group recognized as best marketing campaign. National QOP planning .

The Times of India (RMD)
Bennett, Coleman & company Ltd.

Sep'11 to Oct'15

Deputy Manager

Key Accountabilities

- **Business objective:** Accountable for managing The Times of India & Student Edition (RMD) -Hyderabad. A combination role of Sales, Marketing, operations & product.
- **Product:** Develop Product strategies in line with the overall goal & objectives Results & Market development function at Hyderabad.
- **Leadership:** Guided a team of 9 members that networked with school authorities, children and parents, organized mega events with educational consultants and sourced funding through sponsors. Assisting features and editorials to the reporting team.
- **Brand Building:** Plan & execute new marketing initiative like branding collaterals rollouts for vendors/schools. Ensuring maximum participation is the key target on every promotion. Act as brand custodian in building and product awareness campaigns for traditional sales channels.
- **Measuring productivity:** Conduct market research to understand brand personality & performance thru surveys & direct meetings with distribution channel & end customers.
- **Operations:** Distribution management to ensure on-time distribution of the daily newspaper to the subscribers.
- **Transparency:** Design and implement service guidelines to the team. Leverage upon Price and Product to create leadership position. Ensuring proper documentation & supporting standard operating procedures.
- **Key Achievement:** Consistent growth on an average of 15% YOY for 3 consecutive years.
Did well in improving readership of the news paper.
Successfully managed in retaining brand image of the product which won 3 WAN awards among schools and corporate.

VLCC Healthcare Limited

June' 10- Aug' 11

Asst Manager

Key Accountabilities

- Accountable for managing marketing for 23 VLCC Centre's across Andhra Pradesh, Tamil Nadu and Kerala.
- Providing assistance in achieving financial targets for the year for the Region via different promotional and marketing activities.
- Developed Monthly ATL/BTL Marketing calendar for all stores to build customer connect and drive sales. Lead generation through various BTL activities across the region by direct participation, sponsorships, co-branding etc. Effectively measuring on ROI of the event.

- Managing same store growth and expansion of Brand footprint by opening new centers in the region Expanding the category footprint by extending
- Developing communication for mass media including press, TV, outdoor & radio etc. Media buying of the regional media planning through various media agencies in Hyderabad.
- Appointed advertisers & evaluating them and effectiveness of marketing efforts, systems & processes through feedback gathering. Overseeing PR activities and coordinating collaterals within the group.
- Responsible for planning public relations programs by identifying the most important audiences and decide what to communicate to them and the best mediums to use in coordination with the Corporate PR Department.
- Conduct competitor analysis to get a fair idea of the latest market trends and the competitor moves ahead to achieve market share metrics.

Future Group (Pantaloon Retail India Ltd) Hyderabad

Jan'09 - June'10:

Senior Marketing Executive- Marketing

- Fore fronting all marketing operations for the Lifestyle stores discount stores of various formats. Handled assignment of pantaloons -Fresh fashion & pantaloons Factory outlets, Brand factory & Hyderabad central.
- Implementing sales promotion plans & new store concepts to generate sales for achievement of targets; coordinating the in-store promotional activities to push sales, increase walk-ins and increase ticket size.
- Introducing various schemes planned by top level management for promoting the company product.
- Devising schemes as per the festive season or end season sale etc. In-store promotions.
- Renting the space to various brands for carrying out promotional activity. Selling spaces on hire, exploring new options in the mall for branding to various clients.
- Selecting the outdoor hoardings during each promotional activity in the city.
- Communicating with visual merchandiser for timely installation of relevant window schemes for the boutique as per the guidelines, season and promotions.
- Devised various promotional schemes based on 'Average Bill Value' & conversion. Forged tie- up with Brands that adds value to loyalty & customers.
- **Key Achievements:**
Successful execution of few trademarks like Pantaloons Femina Miss India (south), Vintage car festival, celebrity management etc.
Developed a small base of 12000 "First to Know Club" customers to a whopping 25,000+ customers in a span of 5 Months

Shoppers Stop Ltd-Hyderabad

Jan'07 – Jan '09

Senior Executive – Institutional Business

- Managed the overall front end Marketing Activities & Institutional business for Shoppers Stop –Hyderabad.
- Looked after the overall customer experience management inside the stores
- Conducted Post promotion analysis for all promotions including clearly defining overall effectiveness and qualitative learning's
- Making corporate sales, acting as a corporate merchandiser and selling Merchandise in bulk also shoppers stop gift vouchers.
- **Key Achievements:** Supporting tie-up with brands like Elizabeth Arden, Revlon and others for various promotions.

- Handled gift vouchers/ Institutional business/ Bulk Merchandising turnover of 4.5 Crs P.A. Hyderabad.

APPARENT CAMPAIGNS

- Year 2017 marked great beginning with Sonata Act campaign for On Ground & on Air. ACEF Award & Media Exchange group recognized as best marketing campaign.
- Lead national Award winning campaigns (Golden Mikes) like Dawaat E Ramzaan for the year 2015-16
- #Hyderabadains, Support thru helpline no's & hash tag #big4hyd. Supporting flood affected areas of Hyderabad. On – air & On- ground planning and execution.
- Debut digital production and execution on World Music day for 92.7Big Fm.
<https://www.facebook.com/92.7bigfm/videos/10153891979184086/>
- Spell bee International competition for Andhra Pradesh & Hyderabad. Approximately around 70000 kids accumulation for the activity.
- Short Film contest to children are my brain child campaigns. This is now a calendar event of TOI.
- M Mobile a SMS based loyalty programme of VLCC was a unique idea in loyalty programme. Part of project management team the test phase was successful in Hyderabad.
- Few other notified events at VLCC are Hyderabad Fashion Week and World Anti Obesity Day.
- Driving 'First to Know' Loyalty programme of Brand Factory by increasing database thru enrollments in a span of 4 months.
- Executing Pantaloons Miss India Femina, south was one of the big tagged in event at Future Group. Celebrity drives & EOSS are the bigger executions.

EDUCATIONAL CREDENTIALS

Post graduation diploma in Business administration (PGDBA), 2007

Siva Sivani Institute of Management- Hyderabad

Bachelor of commerce (BCOM), 2005

Andhra University, Visakhapatnam

PROFESSIONAL & ACADEMIC PROJECTS

Fuso Glass India Pvt. Ltd. (Formerly Mahaveer Saftey Glass (P), Chennai)

- Market Research on usage of types of Safety glass in commercial projects by Builders & Brokers in the Vizag Dist.

PERSONAL DOSSIER

Date of birth	09-10-1985
Address	SR Estate Pearl, Flat No-101, Rainbow Colony, Sainikpuri, Secunderabad.
References	Available on request