

## ROYSTON SEQUEIRA

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Marketing Professional



### PROFESSIONAL SYNOPSIS

A Marketing professional with a total experience of 12 years including 6+ years in Marketing & promotion. I have a proven track record in managing and running campaigns and teams with a focus on developing strategies and market research that drive key business metrics.

I possess excellent analytical, problem solving, organizational abilities along with a flexible attitude, eye for detail and strong inter-personal and communication skills and I am looking to leverage my skills and experience for the benefit of any organization I will be a part of.

### EXPERIENCE

#### **GSEAMS**

Mumbai

March 2015 – Present

#### **SENIOR MARKETING MANAGER**

- Developing and preparing marketing and promotion plan for films and web-series as per targeted audience.
- Managing, coordinating and executing PR plan, publicity plan and visual promotion with respective agencies.
- Managing official digital pages like Facebook, Instagram, Twitter and YouTube Channel.
- Handling BTL and executing ATL activity of the project.
- Overseeing branding, advertising and promotional campaigns.
- Preparing and managing marketing budgets.
- Keeping informed about latest trends in marketing.
- Managing marketing partnership alliances with Music channel, radio channel, multiplexes.
- Reporting to HOD's on marketing activities.

#### **ICFAI UNIVERSITY**

Mumbai

Feb 2014 - Jan 2015

#### **SENIOR MARKETING EXECUTIVE**

- Managing and executing sales of ICFAI Management programs to prospective candidates through B2B and B2C sales.
- Cold calling at corporate at various locations of Mumbai to seek appointment with respective head (Admin, HR training heads) to gain permission for conducting BTL promotion activities like info desk and seminars.
- Conducting BTL promotion activities at major stations, corporate premises, Malls and Business parks.
- Secondary activity involved lead generation for B2C segment through Data calling, web leads, leads generated through info desk activities.
- Fixing appointments with prospective candidates for counseling sessions on daily basis.
- Analyzing the career needs of prospect through counseling and presenting appropriate program.
- Pre and post enrolment procedures.
- Reporting to respective heads about progress on targets on weekly basis

**EINS EDUCATION**

Mumbai

July 2012 – Oct 2013

**BUSINESS DEVELOPMENT EXECUTIVE**

- Engaged in activities for promoting and selling Education programs to prospective candidates through B2B and B2C selling.
- Area mapping and corporate cold calling to generate leads for corporate promotion activities like info desk and empanelment.
- Fixing appointment with respective Training heads of companies and presenting the FAB of Management programs.
- Seeking permissions for Info desk activities at company premises and promote programs to employees.
- Lead generation for B2C sales through data calling, Email campaign, SMS campaign and web.
- Fixing appointments with prospective candidates for counseling sessions on daily basis.
- Presenting the PG-DLP programs to prospects
- Pre and post enrolment procedures.
- Reporting to respective heads about progress on targets on weekly basis

**MANGALAM PLACEMENTS**

Mumbai

April 2009 – October 2010

**BUSINESS DEVELOPMENT EXECUTIVE**

- Actively involved in New Business Development.
- Identifying prospective clients, generating business from existing accounts & achieving targets.
- Company presentations to prospective clients.
- Periodical interaction with the HR Head of clients for generating requirements.
- Generating new references from network for business development.
- Developing and maintaining relationships with high net worth and corporate clients.
- Negotiating and finalizing on the Terms N condition with clients.
- Ensure invoices raised as per agreement and delivery.
- Track record of outstanding payments and ensure timely collections.
- Final screening of the profiles before sending in to clients.
- Maintenance of database of all companies.
- Daily preparation and submitting Sales and MIS report.

**EDUCATION QUALIFICATION**

QUALIFICATION	SCHOOL / COLLEGE	BOARD / UNIVERSITY	YEAR OF PASSING	PERCENTAGE
MMS	<b>Oriental Institute of management</b>	Mumbai University	2012	<b>70.00%</b>
BMS	<b>Birla college</b>	Mumbai University	2008	<b>65.16%</b>
HSC	<b>C.H.M College</b>	Maharashtra	2005	<b>56.83%</b>
SSC	<b>P.M.M Inner Wheel School</b>	Maharashtra	2003	<b>70.13%</b>

### **LANGUAGE PROFECIENCY**

English – Read/Write/Speak  
Hindi – Read/Write/Speak  
Marathi – Read/Write/Speak  
Malayalam – Speak

### **SOFTWARE/DOMAIN PROFECIENCY**

Windows and Mac OS Devices  
MS Office Suite  
Adobe photoshop (Intermediate level)  
Adobe Premiere (Basic level)  
Facebook/Instagram Ad manager tools

### **PERSONAL INFORMATION**

**Date of birth** : 18 November 1987.  
**Sex** : Male.  
**Marital status** : Married.  
**Nationality** : Indian.  
**Current address** : Clemex Correya Lane, Ambat sandale, TSRA: 64,  
Pachalam, Ernakulam. Kerala. 682012.

I hereby declare that the details furnished above are true and correct to the best of my knowledge.

Royston Sequeira

