**GAURAV BHATNAGAR**

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**Summary:**

6+ years of rich experience in Digital Marketing, Campaign Management, Product Development-operations and NPD-WAP and IVR with remarkable track record in product development and to give an efficient and effective solution that would help the organization to achieve the best solution in business which would increase its productivity in market.

**Work Experience:**

**Current Employer:** Hungama Digital Media Entertainment Pvt. Ltd.

**Designation:** Manager

**Tenure:** From **February 2012** to **till Date.**

**Job Responsibilities**

* To understand the product, target audience and marketing requirement and build start to end Strategize, for executing online marketing campaigns.
* Working closely with mobile ad networks and affiliates like Vserv, buzzcity, inmobi, Payro, yeahmobi, kimia to achieve business goal.
* To analyse web content, image, code, functionality and visualization, working with link structure and navigation for achieving user friendly web environment.
* Strategize online marketing campaigns including content management system (CMS), handling deal structure like CPC, CPA, CPM, media planning, vendor management, affiliate marketing etc.
* Taking care of entire online & Digital marketing projects by interacting with affiliates and agencies to run display campaigns for sales and Acquisitions.
* Providing valuable inputs to the management for product and service enhancement and developing appropriate service offerings.
* Responsible for leading NPD to develop revenue streams & ensuring Customer Delight through enhancement of Value added services.
* Developing market entry strategies, product-roadmap and manage execution of new and existing projects with Mobile Operators like Airtel, Vodafone, Uninor and MTS.
* Create opportunities for new business and at the same time grow existing business by product enhancement and ensuring smooth running of the project & key deliverables on time.

**Company:** Go Bindaas Entertainment Pvt. Ltd.

**Designation:** Assistant Manager

**Tenure:** From September 2010 to February 2012.

**Job Responsibilities**

* Handled over 70 categories relative to Tips, Men and Women, dating, devotional etc. to be promoted in Airtel and Idea on Ideal Screen platform.
* Co-ordination with content team and other content providers to provide quality content with in English, Hinglish and other regional languages.
* Innovating new ideas and procedure to get maximum no of hits (Success Acquisitions) during the broadcast.
* Took take end-to-end ownership of the product line, identify market requirements, define the product vision, create preliminary design concepts and drive the implementation of the overall product roadmap.
* To initiate/Ideate new product on conformance with telecom domain.
* Deployment and Execution of the Product and responsible for In-house testing.

**Company:** One97 Communications Ltd.

**Designation:** Associate-Service Operations

**Tenure:** From January 2009 to August 2010.

**Job Responsibilities**

* Managed operations and promotional activities for Airtel Account in Delhi, UPW and UPE circles.
* Managed and used to provide operational support for Voice and CRBT in-house and services across other vendors.
* Managed pre and post launch of products to meet project milestones and objectives
* Discussing and understand the marketing requirement of the client/vendors, give them solutions and revenue growth.
* Analyse and interpret MIS / data to understand usage and revenue trends
* Internal coordination with various departments.

**Education:**

* MBA (Specialization in Marketing) from Karnataka University
* B.C.A from C.C.S University, Meerut **(2005-2008)**
* Senior secondary from CBSE Board **(2004-2005)**
* Higher Secondary from CBSE Board **(2002-2003)**

**Personal Details:**

**Date of birth:-**Sept-06-1987

**Citizenship:**-Indian

**Marital status: -** Single

**Languages Known: -**English, Hindi

**Father’s Name: -** Sh. S.M. Bhatnagar

DATE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Gaurav Bhatnagar)