**Curriculum vitae**

**KRISHNA KUMAR**

**Address:**

A-301, Gajgamini Viva Jangird Complex

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Nr. Manvel Pada Talav

Thane, Maharashtra

Mobile No-9892389347

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**Objective:**

Build a career in sales and marketing that provides me the opportunity to canalize my skills and knowledge through hard work eventually leading to contribution growth of the organization and myself.

**Professional Experience**

**Company: Care World TV  
Designation: Manager Marketing & Sales  
Duration: Feb 2012 till date**

**Responsibilities**

* Manage corporate & Retail marketing and communications functions, with 2-member team. Direct brand management, PR, media relations, corporate positioning, advertising, sales collateral and trade show marketing. Developed marketing and promotional material for CARE WORLD TV.
* Increased sales revenue month over month growth.
* Manage Advertising and Promotional expenditure within budgeted levels. Improved the relationship between sales and marketing by addressing long standing field and marketing support issues.
* Development, implementation and execution of sales strategy for all Key accounts such as Union Bank Of India, Bank Of Baroda, Indoco Remedies Ltd. Etc.

**Company: Sulekha.Com New Media Pvt. Ltd  
Designation: Asst. Sales Manager   
Duration: Feb 2010 Feb 2012**  
  
**Responsibilities**

* Implement, develop, and manage advertising strategy of the company from a business, sales and technical point of view.
* Involved in setting Sales target in the region, devising sales strategies  
  Leading a team of Sales Executives and monitoring their functioning on a regular basis and appraising their performance. Planning, organizing, and implementing all activities in order to achieve overall objectives.
* Increased sales revenue month over month growth.
* Maximizing client acquisition, sales, lead generation, for **Sulekha Property Portal.**
* Strengths as a presenter, negotiator, and closer of advertising sales
* Outstanding record managing and initiating conversation with sales team strategies to represent the clients in the best possible ways. Easy to work with, through, organized, and excellent with clients and co-workers.

**Company: Ankit Advertising Pvt. Ltd.   
Designation: Sr.Media Executive   
Duration: May 2007 to Feb 2010**

**Responsibilities**

* Created content for ads for clients and maintained space for the ads. Maintained good relations with clients and evaluated their contract issues.
* Performed sales of advertising space to a big group of clients and built content for several famous publications. Provided and monitored constructive suggestions for increasing magazine’s standing in the market. Built long-lasting relationships with vital community advertisers, which resulted in amass revenue growth
* Supported the sales process by seeking out potential business opportunities and staying up-to-date on industry information.
* **Have as successful media sales record of 7 year including 2 year in the online sector**

**Educational qualification:**

B.A. with 56% marks distinction in the year 2002 from University of Allahabad.

H.S.C.with 62% marks distinction in the year 1999 from U.P. Board Allahabad.

S.S.C. with 57% marks distinction in the year 1997 from U.P. Board Allahabad.

**Computer skill:**

Operating system: dos windows (98se, 2000, XP).

Application software: Microsoft Office (Word, Excel, Power Point,) tally6.3 & 7.2

**Personal Profile:**

Fathers Name : Kaushal Kumar

Date of Birth : 08Aug 1980.

Marital Status : Married.

Language Known : Hindi, English Marathi.

Hobbies : Making Friends, Listening Music, Reading Books,

**Declaration:**

I do here by declare that all the statement given by me is true and best of my ability.

**Krishna Kumar**