**NAINI TYAGI** Phone no.:09699766333

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**CAREER OBJECTIVE**

To enhance my skills in a work related environment and learn new things that will make me a better professional. Use my talents by putting them into good use for the benefit of the organization that I work for.

**PROFESSIONAL EXPERIENCE**

**2013(August)–Till Date:**

Key Account Manager (Sales) – Reliance Broadcast Network Ltd, Radio Division (92.7 BIG FM).

**Responsibilities:**

* Handling Key Corporate Accounts.
* Preparing customized presentations for the clients according to his business models, pitching up new ideations for marketing and sales.
* Follow up on agencies.
* Meeting monthly sales target and maintaining regular advertisers.
* Selling Activation and onground Ideas.
* Actively involved with Impact Sales and 360˚ media selling.

**2011(March)–2013(March):**

Senior Sales Executive – Dainik Bhaskar Corp. Ltd, Radio Division (94.3 MY FM).

**Responsibilities:**

* Organized many events and activities both for on-air and on-ground.
* Media planning and managing Corporate communications, media relations and Public relations.
* Involved with the innovation and creative team for implementation of new and different customized solutions for the client.
* Tapping new clients for Radio.
* Preparing customized presentations for the clients according to his business models, pitching up new ideations for marketing and sales.
* Actively involved in the Market development team for increasing the market share.
* Meeting monthly sales target and maintaining regular advertisers.
* Looking after Key Govt. and Corporate clients.
* Sound Knowledge of Media Budgeting, Marketing, Advertising and Sales.

**ACADEMIC QUALIFICATIONS**

**PGDM:**

Post graduated from **Galgotias Business School** (Greater Noida) in the year **2011**.

**Specialization**: Marketing and H.R.

**Percentage Obtained**: 68%.

**Graduation:**

B.Tech from **Radha Govind Engineering College** in the year **2009.**

**Specialization:** Electronics and Instrumentation Engineering.

**Percentage obtained**: 70%

**COMPUTER SKILLS**

* Microsoft Office
* Microsoft Excel.

**PERSONAL ACHIEVEMENTS**

* Selected for Wipro through college placement in B.Tech.
* Joint secretary (placement committee) at college level.
* Selected for Zee news interview as a college representative.
* Participated in Entrepreneurship Awareness Camp (EAC).
* Selected for M.P Online Limited (Joint venture between M.P Govt. and TCS).
* Selected for DB Corp.Ltd (Radio Division) through college placement.

**PROFESSIONAL ACHIEVEMENTS**

* Successful launch of Mumbai Metro Radio Plan and activation.
* Successful Launch of Apple I phone with Reliance Communications.
* Recently involved with the launch of MAX 2 campaign.
* Successful Launch of Reliance Cement in UP markets exclusively through Radio Integrations.
* Selling of National IP’s and spikes and closing sponsors for national activities.

I hereby declare that the above mentioned information is true upto my knowledge and I bear the responsibility for the correctness of the above mentioned particulars.