**KAVITHA JAYAKRISHNA SHINDE**

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| **Resides** | Mumbai, Maharashtra. |
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| **Nationality** | Indian |
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| **Summary of**  **Qualifications** | * M.Com (Mumbai University-) – 2011 * B.Com (Mumbai University-) – 2003 * HSC (Mumbai Board) – 1998 * SSC (Mumbai Board ) – 1996 |
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| **Course attended** | Basic Computer Course, Excel, and more. |
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| **Language** | Mother tongue –Telugu,  Hindi  English  Marathi |
| **Career History** | **V6 News Channel**  Feb 201e14 till date  **Deputy Sales manager (CORPORATE SALES)**  Profile & Responsibilities   * Handle multidisciplinary Corporate Clients. * Working on multiple projects simultaneously. * Preparing proper Tam details and providing the same to the clients to inform them about our channel TRP. * Analyzing data related to marketing campaigns, tactics and programs and business performance. * Providing MIS report. * Working on TAM software to find out TRP, GRP, CPRP, REACH, MARKET, SHARE, MARKET, SPENDS, TREND, PERFORMANCE. * Coordinate work of employees and outside contractors to meet deadlines, budgets, and client demand. Provide situational leadership to motivate individuals.   **Getit infomedia pvt Ltd.**  Nov 2013 till Jan 2014  **Asst. Sales manager (RETAIL/CORPORATE)**    Profile & Responsibilities   * Looking after a mix of corporate, Small and Medium Enterprises and giving them creative solutions for the promotions of their company. * Developing ideas as per the clients’ demands and briefing to the creative team and ensuring that the client is getting the right solution. * Maintain healthy business relationship with clients to ensure that the company provides the best of services to them thereby retaining them for future business development. * Time selling for TV Channels (CNBC TV 18, CNBC Aawaz, IBN 7, CNN -IBN, IBN-LOKAMT ) Ask ME (Online + Voice Services), Print Solution (Yellow Pages, Niche directories like CID, ISD) ,Emailer / SMS Campaigning, Exhibitions and Catalogue etc * selling for Digital Media (Google Adwords, Yahoo local, Internet Marketing and ecommerce) and Socio Media (Social Sites Like Facebook ) * Client interaction & Business Development.   **ETV (Ushodaya Enterprises Pvt. Ltd.)** .  Sep 2009 to Oct 2013  **Ad Sales Executive (CORPORATE)**  Profile & Responsibilities :   * Handle multidisciplinary Corporate Clients. * Working on multiple projects simultaneously. * Preparing proper Tam details and providing the same to the clients to inform them about our channel TRP. * Analyzing data related to marketing campaigns, tactics and programs and business performance. * Providing MIS report. * Working on TAM software to find out TRP, GRP, CPRP, REACH, MARKET, SHARE, MARKET, SPENDS, TREND, PERFORMANCE. * Coordinate work of employees and outside contractors to meet deadlines, budgets, and client demand. Provide situational leadership to motivate individualsAchieve Activation, Revenue & Unbarring Targets.   **ETV (Ushodaya Enterprises Pvt. Ltd.)** .  Feb 2006 to Aug 2009  **(Coordination Sales Executive)**  Profile & Responsibilities :   * CO-Ordinate with Ad Agency and Head Office. * Clear- Up the Release Order, Intimate mismatches to the Agency. * Forward the Release Order to the Ho and Give proper Instructions to the Scheduling Department about the Ro., Beta No, and Tape ID with Caption. * Follow – Up for the Confirmation. * Send the Confirmation of booked spots & Make good spots with the suggestion * Take approval of make good spots from agency & send to the Scheduling department. * Make Reconciliation Statement for the whole campaign. * Take a sponsorship from agency & log in as per schedule. Confirm the sponsorship spots & send confirmation to the agency.     CONT…… |
| **Personal Details** | Mobile No: 9819356199  Email id: kavitadabba@yahoo.co.in  Gender: Female   * + Marital Status: Married |
| **Resi. Address** | A-102, 1st Floor, Lambodar Park Society, Opp. Parsik Sahakari Bank,  Kharegaon, Kalwa (W), Thane – 400605. |