

Brand Promotion Sales Executive

SUMMARY

21+ years experienced sales executive with rapid career progression & deep experience in the field of brand promotion sales, advertising space sales, market research, sales forecasting and account management. Highly skilled in managing and growing hundreds of sales accounts leading to substantial increase in revenue. Possesses the ability to add value to the organization consistently by forecasting annual, monthly etc. sales targets and executing relentlessly to achieve the same. Adept at conducting extensive market research to formulate latest strategies based on latest trends, competitor analysis etc.

KEY SKILLS

- Brand Promotion Sales
- Advertising Space Sales
- Sales Strategy
- Marketing Strategy
- Account Management
- Sales Forecasting
- Market Research
- Competitor Analysis
- Business Development
- Leadership
- Coaching & Mentoring
- Recruitment

PROFESSIONAL EXPERIENCE

DT Media

Deputy General Manager - Ad Sales

[REDACTED] NY

May '15 - Present

[REDACTED]

- Managing the **Real Estate Category** in all editions for NY region
- Heading the [REDACTED] category for [REDACTED] NY for Café
- Selling brand promotion i.e. content based promotion, coverage of events, and other BTL event for the real estate category

Sales & Key Account Management

- Handling all **real estate accounts** in NY (300 accounts), 50 accounts for corporate, and retail accounts
- Developing **monthly activities** for team members resulting in **revenue generation**
- Driving **sales efforts** for attainment of **periodical targets** with a view to optimize revenue from Corporate, mid size & small size Real Estate Players

Forecasting, Client Servicing & Market Research

- Forecasting **monthly/annual sales targets** and executing business plans in a given time frame to enhance profitability and achieve desired growth objectives
- Predicting **monthly market ad volumes** for & setting goals for market share & yields
- Identifying **prospective clients** by extensive study of market trends, by analysis and mapping requirements, adding to business growth
- Conducting **extensive market research** to analyze the latest market trends, tracking competitor activities and rendering valuable inputs to fine tune marketing strategies.

Team Leadership, Recruitment & Mentoring

- Supervising manpower recruitment as per projected business objectives
- Training, developing and mentoring sales Executives, driving them to achieve pre-planned business targets in the set time frame
- Monitoring & tracking team activities for any business opportunity, assisting them in closing sales & sharing best market practices to enhance productivity & make high quality acquisitions
- Leading a team of 5 people in the Real Estate category including 2 Managers, 1 Asst Manager and 2 Sr. Executives
- Leading a team of 6 people in the [REDACTED] category for [REDACTED] and [REDACTED] including 1 Manager, 1 Asst Manager and 4 Sr. Executives

KEY PROJECTS

- Organized Handshake 2017 corporate event for Marketing Heads & CEOs on-board the global Serviceplan team
- Coordinated 'Logistics & Promotion for Footprints 2009' for 2500+ members, with more than 30 guest speakers & panelists
- Conducted 'No Money Marketing', a seminar attended by key real estate professionals to showcase frugal marketing
- Panelist on 'Has The Business Gone Digital?', a pan US conclave for 200+ real estate professionals
- Developed content for ICMLive.com
- Organized Money & Wealth Consciousness meet with wealth coach [REDACTED] for 50+ entrepreneurs & wannapreneurs

Key Achievements

- Acquired 9 new accounts for the organization post the demonetization phase
- Achieved 23% growth from Aug '13 - Mar '14 in the Retail category
- Achieved 46% growth from Apr '14 - Apr '15 in the Real Estate category
- Nominated for the **Star Award** (team) for the Real Estate team

Informedia

Sales Manager

[REDACTED] Oct '08 - Mar '09

[REDACTED]

- Managed a team of 12 Executives and 2 managers to drive sales for Indian Exporters Guide (Print & Online) and International exhibitions (Catalogue Shows)
- Attained sponsorship from the company for the following exhibitions/shows:
 - 3 times to Hanover Messe (The World's Largest Industrial Exhibition) held in [REDACTED]
 - MIDEST (Largest Industrial Exhibition) held in [REDACTED]
 - ARABHEALTH (The World's Largest Health Show) held in [REDACTED]
 - CPHI Italy (The World's Largest Exhibition for Active Pharmaceutical Ingredients & Chemicals) held in [REDACTED]

Yellow Pages

Territory Manager

[REDACTED] - [REDACTED] '05

[REDACTED]

- Managed a team of 6 Executives & and 1 Telemarketing Executive
- Ensured achievement of Monthly revenues
- Monitored day to day activities
- Maintained daily /weekly /monthly reports
- Conducted training & mock call sessions twice a week
- Handled Client feedback & complaints as a part of report

EDUCATION

Bachelor of Commerce

UC Berkeley

Berkeley, CA

The University of California, Berkeley is the top public university in [REDACTED]