

MAYANK MATHUR
09796212907 / 09783311530
mayankmat@rediffmail.com

A MBA (Marketing) professional with over 9 year's rich experience in Sales, Business Development, Marketing and Product Promotions in media industries. A keen planner with proven abilities in devising strategies to augment business, promote products for business excellence with verifiable year on year success in achieving revenue and business growth objectives in highly competitive environments.

KEY SKILLS

Business Development, Inside sales, Presales, Lead Generation, Qualification, Lead Management, Marketing, Client relationship management, Sales Promotions, Opportunity Mechanism

EDUCATIONAL QUALIFICATION

- Masters of Business Administration (**MBA**) (HR and Marketing) - SMU - 2005
- Bachelor of Commerce (**B.Com**)- Jai Narayan Vyas University, Jodhpur - 2001
- Senior Secondary (**12th**)- Board of Sec. Education, Ajmer, Rajasthan - 1998
- Secondary (**10th**)- Board of Sec. Education, Ajmer, Rajasthan - 1996

CERTIFICATIONS

- Certificate course in Office Automation & Internet from Sky computer Education, Pune
- Certificate Course in PC-H/W from St. Angelo's Computer Education, Pune

WORK EXPERIENCE

AMAR UJALA PUBLICATION LTD - JAMMU (J&K)

Designation - Deputy Manager (Media Solution)

Period - April' 2007 to till date

Dainik Bhaskar - Pali (Rajasthan)

Designation - Asst. Manager - Marketing

Period - May' 2005 to March' 2007

Rajesh Motors (Ag.) Pvt. Ltd., Jodhpur (Rajasthan)

Designation - Sales Executive

Period - August' 2002 to November' 2002

ICICI Capital, Pune (Maharashtra)

Designation - Business Development Executive

Period - January' 2002 to May' 2002

Achievements

- Management of AMAR UJALA award **DOUBLE PROMOTION** in years 2008 & 2010.
- Awarded as a **“BHASKAR HERO”** at Dainik Bhaskar for achieving the targets, market growth, professionalism, good relation with client and advertising agency & best services to client

ROLES & RESPONSIBILITIES

Business Development

- Monitoring competitor activities and devising effective counter measures.
- Identifying, qualifying and pursuing business opportunities through market surveys and Mapping as per targeted plans as well as through lead generation.

Sales and Marketing

- Managing sales & marketing operations for myself as well as my team & thereby achieving increased sales/maximizing profit as a whole.
- Executing business plans for maximizing profitability & revenue generation.

New Market Development

- Identifying new market segments and tapping profitable business opportunities.
- Evolving market segmentation & penetration strategies to achieve segment wise targets.

Key Account Management

- Ensuring speedy resolution of queries & grievances to maximize client/customer satisfaction levels.
- Maintaining excellent relations with clients/customers to generate avenues for further business.

Strategy & Planning

- Formulate new strategic marketing and business initiatives for potential clients
- Evaluating strategic/business plans, assessing industry and market dynamics to expand brand awareness

Client Relationship

- Ensuring high quality services, resulting in customer delight and optimum resource utilization.
- Ensuring maximum customer satisfaction by closely interacting with in-house and potential clients to understand their requirements and customizing the product and services accordingly.
- Delivering high-value services to upscale clients for exalting their satisfaction levels.
- Providing Consulting Services to Existing and to the New Client.

- Maintaining excellent relations with clients to generate avenues for additional business.

PERSONAL DETAILS

DOB: 30th November 1981

Marital Status: Married

Contact No.: +91 09796212907/09783311530

Email: mayankmat@rediffmail.com