



Pooja Dave

Email id: Davepooja9892@gmail.com

Telephone: +918460055995/ +919920745950

PROFILE SUMMARY

Pooja has done her Bachelors in Mass Media from the University of Mumbai followed by Post Graduation Diploma in Advertising and Communication from EMDI.

She has worked with **MADISON** for various market research projects such as DISH TV, CEAT TYRES, and ET NOW. To expand her knowledge, she worked with **Rumbling Blocks (CNS)** as a research consultant to analyze the Automobile industry in India.

Her first career move was to join **AdoRoi Marketing science Pvt. Ltd.** as an **Account Manager & Campaign Analyst**. Her responsibilities include building and maintaining company-customer relationships; analyze the offline and digital campaigns of the clients, to get involved into a media plan optimization, and to manage the timely execution of the listed deliverables.


She had been shifted down to Ahmedabad for a personal reason so to take up new challenges in a new city; she has joined **UpMan Placements Pte. Ltd** as a **Key Account Manager** to develop business strategies for GCC Countries. She was responsible to provide innovative recruitment solutions to both clients from Middle East and candidates from various countries across globe. She has managed a team of 9 professional recruitment consultants and lead generation experts.

She is presently working with **SearchNative Pvt. Ltd.** as a **Digital Marketing Head**. Her position is to manage the P&L of Digital marketing division which includes corporate communications, making business strategies, operation management, recruitments and lot more. She is managing a team of 21 Digital marketing experts and their profile includes Social Media Marketing, Search Engine Marketing, Graphic Designers, Content writers, Technical experts and Business development managers.

Her skillsets are Digital Marketing, Business Management, Marketing, Branding, Communication Management, Client Relationship Management, Market Research, New Business Acquisitions, Talent Procurement, People Management, Campaign Management, Campaign analysis etc.

Her experience and exposure makes her more firm and determined approached individual. Her career objective is to be associated with an organization where she can extend her skills to finer levels and successfully achieve individual and organizational goals.

PROFESSIONAL EXPERIENCE

 **Company:** SearchNative Pvt. Ltd. (November'2016 - Present)

Designation: Digital Marketing Head

Key responsibilities:


- **Key Accounts Managed:** Oman Air, Shalby group, Gujarat Gas Ltd, Sikkim Tourism etc.
- To manage the P&L of Digital department.
- Point of communications for Key accounts.
- Point of Escalation for all Digital Marketing projects in the company.
- To keep a track of market trend, industry updates, competitors.
- To work on concrete KPI based digital Marketing campaigns plans and bring the committed ROI to the table.
- To travel to a domestic and international locations for business meetings, events and exhibitions.
- To manage operations, meet the deadlines and maintain the hassle free delivery process.
- Responsible for up selling and cross selling of services in the existing accounts.
- To maintain healthy relationship with the clients and ensuring long term business goals.
- To evaluate the documents before submissions to the clients.
- To identify new business opportunities, develop sales strategies and direct business development team to consult the potential prospects in the meetings. Also, responsible for managing the final commercial discussions/ closure meetings.
- To deliver the quality output committed by the sales team to the clients/ prospects.
- To arrange the supporting documents for the sales team such as research analysis, pre sales documents, pitch presentation, proposals etc.
- Manage and administer the monthly campaign reports.
- Most importantly, responsible for the revenue generation and payments clearance.

 **Company:** UpMan Placements Pte.ltd. (June'2014 - November'2016)

Designation: Key Account Manager | GCC Countries

Key responsibilities:

- **Countries Managed:** India, Middle East, Bangladesh, Sri Lanka, Nepal, Singapore, Malaysia, Kenya, Philippines, and Zimbabwe etc.
- To manage business development as well as delivery for the acquired accounts.
- Single POC for the potential prospects and existing clients.
- To identify the prospects from GCC Countries and ensure to achieve the business targets.
- To understand country specific legal documentation process and manage the empanelment process. Also, to manage the other legal procedure with the newly acquired accounts.
- Transiting knowledge to the research team, lead generation team and delivery team on various assignments.
- To manage critical position & senior level resource requirements directly.
- To handle recruitment campaigns communication and coordination.
- Evaluate, counsel and nurture the prospective job-hunters to bridge the gap to their dream careers.
- To ensure that the team meets their deadlines and achieve the revenue targets.
- Performance measurement practices to increase effectiveness and improve efficiency of work.
- Frequently travel across Middle East countries for business meetings and events.
- To manage a global network of channel partners.
- **Achievements:** 'Team of the month' for consecutive 3 months by achieving revenue targets of 125.94%, 150% and 167.68% respectively.

 **Company:** AdoRoi Marketing Science Pvt. Ltd. (April'2011 - October'2013)

Designation: Account Manager/ Campaign Analyst

Key responsibilities:

- **Accounts Managed:** Godrej Group, Eureka Forbes, Aegon Religare, Ford motors.
- To understand the project brief from the client and explain it to the internal team.
- Regular Coordination with clients to resolve the day to day queries.
- To build and maintain Business Relationships with the clients.
- To maintain the Transparent Communication across Departments.
- To assist businesses with performance based suggestions for media plan optimization.
- To develop comprehensive agendas for regular client meetings.
- To prepare daily reports for clients.
- To assist Research Manager in translating complex data into simple insights for media optimization.
- To prepare presentations for new Business pitch.
- Responsible for the bill clearance for the respective managed accounts.

INDUSTRY EXPOSURE

 **Company:** MADISON (Market Research Analyst, 2011)

Projects:

CEAT Tyres


- To analyze the market demand in the targeted segment of consumers. Also, assisted the Market Research managers to conduct a survey to understand the buying behavior of HMV tyres.

DISH TV

- Post-advertising campaign research for DISH TV to review the effectiveness of an advertisement message and to analyze the brand recall after the ad campaign.

ET NOW

- Pre-launch market research project for the detailed study of the market competition and consumer preference of business channels. Also, to check the preference of existing Times newspaper readers.

 **Company:** Rumbling Blocks (CNS) (Research Consultant, 2010)

Project: Market Research on Automobile Industry in India (LMV).

- Part of research team of Mumbai region for project that has been conducted pan India.
- Carried out findings on different automobile brands, products, deals and offers, car parts and its pricing, service centers, service pricing, private dealers, franchise dealers etc.
- Studied sales and service model of the automobile brands and compared the difference across cities within the categories.

ACADEMIC QUALIFICATION

Degree/ Diploma	Institution	Board/University	Year of passing
PGDAC -(Advertising & Communication)	EMDI	Autonomous	March - 2011
BMM (Bachelors of Mass Media)	N.K	University of Mumbai	April - 2009
H.S.C.	MITHIBAI COLLEGE	State board of Maharashtra	February - 2006
S.S.C.	SETH D. J. HIGH SCHOOL	State board of Maharashtra	March - 2004

CERTIFICATION

LinkedIn Certified Professional – Recruiter

HONORS AND AWARD

- **Lead from the front award – 2015, By - UpMan Placements**
- **Team of the Month – February’2016 , By - UpMan Placements**
(Team "NUMERO UNO" (headed by me) has been awarded as "TEAM OF THE MONTH" for achieving revenue target of 125.94%)
- **Team of the Month - March’2016, By - UpMan Placements**
(Awarded as "TEAM OF THE MONTH" continuously second time in a row for achieving highest revenue of 150%)
- **Team of the Month - April ’2016, By - UpMan Placements**
(Team "NUMERO UNO" has been awarded as "TEAM OF THE MONTH" for achieving revenue target of 167.68%)

LANGUAGES KNOWN

- **English** (Full professional proficiency)
- **Gujarati** (Native or bilingual proficiency)
- **Hindi** (Full professional proficiency)
- **Marathi** (Professional working proficiency)

INDEPENDENT COURSES

- Classical singing - 1st class passed in a state level classical singing exam.
- Personality Development

INTRESTS

Travelling, Networking, Explore new cuisines, Singing, Reading.

LINKEDIN PROFILE

sg.linkedin.com/in/poojadavepandya