**Prerak Jani**

Phone no :-( M) +91 97120 19692

Email-id: - Prerak\_12jani@yahoo.co.in

**CAREER OBJECTIVE**

Dynamic and result oriented professional with more than 13 years of quality and diversified experience in Sales & Marketing. Looking forward to a challenging role in Sales & Marketing which suits the best of my capabilities and helps me grow with the organization.

**SKILL SET**

**INTERPERSONAL SKILLS**

* Have a good experience in Relationship Management, Client Servicing, Corporate & BFSI Sales and Media Sales.
* Possesses good communication skills to communicate with end users.
* Good Leadership skills and a better Team-Member. Have been training Management Trainees for a year. Also, comfortable to work under pressure to meet Deadlines.
* Very enthusiastic and comfortable to work without supervision.

**EXPERIENCE**

**Sr. Manager- Sales, Zee Media Corporation Limited (ZMCL), February 2020 - Present**

* Responsible to develop and maintain clientele in Retail and Corporate clients for revenue generation and expansion.
* Profitability management of 14 News Channels of Zee.
* Responsible for preparing Quarterly Sales Plan and ensuring adherence along with competition tracking and conducting opportunity analysis by keeping abreast of market trends.
* Liaising with media agencies for achieving revenue targets and maintaining the client portfolio.
* Keep selling Events, Branding & Marketing Solutions and Current Affairs.

**Manager- Sales, Times Internet Limited (OMS), May 2019- October 2019**

* We offer 360-degree media solutions to clients
* Have hands on experience of Radio, Brand Content, Media Planning, Content Marketing, TV and Events
* Responsible to promote and provide Influential and Social media marketing for clients
* Established Alliances with agencies in Ahmedabad

**Sales Head- Political Vertical, IQM Corporation, December 2018- May 2019**

* Setup Sales function in India Business Region
* Achieved seamless business transfer from US Business Region
* Responsible to develop and maintain clientele in Political Segment for revenue generation and expansion
* Established Alliances with major Political parties
* Responsible for preparing Quarterly Sales Plan and ensuring adherence along with competition tracking and conducting opportunity analysis by keeping abreast of market trends
* On a regular basis , helped the Tech team to develop different products as per market requirement

**Senior Manager- Sales, Zee Entertainment Enterprises Limited, June 2016– December 2018**

* Responsible to develop and maintain clientele in various segments for revenue generation and expansion.
* Confer with key clients to review their marketing objectives for reaching customers.
* Profitability management of Zee Hindi HD Network channels.
* Selling 4 channels, i.e. Zee Tv HD, Zee Cinema HD, &Tv HD and &pictures HD
* Responsible for preparing Quarterly Sales Plan and ensuring adherence along with competition tracking and conducting opportunity analysis by keeping abreast of market trends.
* Liaising with media agencies for achieving revenue targets and maintaining the client portfolio.
* Clients handled like L’Oréal India, Marico, Nirma, J&J, Shaadi.com and others
* Keep selling Impacts like Format shows and WTPs on a weekly basis.
* Managing the Report being made nationally daily.

**Key Account Manager, Amagi Media Labs, March 2015 – May 2016**

* Confer with key clients to review their marketing objectives for reaching customers.
* Strategizing and formulating marketing solutions based on client needs.
* Liaising with media agencies for achieving revenue targets and maintaining the client portfolio.

**Accounts Manager, Cogencis Information Services Ltd., November 2011 – February 2015**

* Was a part of Sales team for Gujarat & Mumbai and my job being to sell the product to BFSI and Corporate verticals.
* Additionally, account management was also part of job. We sell software to the clients that consist of real time Financial News and Financial Data.

**Marketing Associate, CRISIL Limited, June 2008 – September 2011**

* Was a part of the Surveillance Team and my responsibility being to maintain the relations and resolve the issues of the existing clients.
* Also responsible for collection of the Rating Fees and Cross selling of different products of the Company.

**EDUCATIONAL QUALIFICATION**

**[1] Bachelor in Commerce (B.Com)**

**College: Shantaben Manubhai Patel Institute of Commerce (S.M.P.I.C).**

**Graduation Degree: Second Class**

|  |  |  |  |
| --- | --- | --- | --- |
| **Exam** | **University** | **Year** | **Result** |
| T.Y B.com | Gujarat University | 2008 | 57.66% |
| S.Y B.com | Gujarat University | 2007 | 54.28% |
| F.Y B.com | Gujarat University | 2006 | 56.00% |

**[2] Pre-graduation**

|  |  |  |  |
| --- | --- | --- | --- |
| **Exam** | **Board** | **Year** | **Result** |
| HSC | GHSEB | MARCH-2005 | 81.17% |
| SSC | GSEB | MARCH-2003 | 72.73% |

I have also completed a Diploma course in Foreign Exchange and Risk Management from Ahmedabad Management Association (AMA).

**PERSONAL DETAIL**

**Birth Date :** 12th June 1987

**Gender :** Male

**Nationality :** Indian.

**Email :** [prerak\_12jani@yahoo.co.in](mailto:prerak_12jani@yahoo.co.in),

**Mobile No. : +**91 97120 19692

**Address :** 3, Milan Park, Jawaharchowk Crossroads, Maninagar, Ahmedabad- 08

**Language Known:** English, Hindi, Gujarati.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_**