



CURRICULUM VITAE

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Rahul Popatbhai Patel

CAREER OBJECTIVE:

I am looking for a work-responsibility in the field of sales and marketing; which involves challenges to develop new and maintain the existing business, and managing team to achieve business targets and reach organizational goals.

MY BEHAVIOR PATTERNS: (attested by Marcus Buckingham's Strength finder)

Arranger: I enjoy managing variables in given tasks and configure them to achieve optimum output with available resources.

Positivity: My perception towards life is silver lined; hence, I remain full of energy and optimism.

Relator: I am selective in relationship, since I would rather deepen my existing relationships than create superficial new ones.

PROFILE SUMMARY:

Qualified MBA (Marketing) from MD University. Accented with the latest trends and techniques of the field. Having an inborn quantitative aptitude & determined to carve a successful and satisfying career in the industry. Conceptually strong with an innovative and analytical approach to the ability to learn new concepts & Technology with a short span of time. Ability to use sound judgment & decision making skills and effectively perform in a self-direction environment. Possess excellent communication and interpersonal traits with talent for problem solving through reasoned thought processes. An effective team player with exceptional planning and execution skills coupled with a systematic approach and quick adaptability.

KEY SKILLS:

Over 6+ year experience of Asst. manager & executive profile. Track record of professional achievements, Adept in problem solving & client relations, performance driven. Strong background in Ad-sales, new business development, B2B and corporate sales. Targeting & penetrating potential market. Always focus on goal & grounds connect.

WORK EXPERIENCE

| | | |
|---------------------|---|--|
| Organization | : | Dainik Bhaskar Group. (Divya Bhaskar) |
| Industry | : | Print Media |
| Period | : | Jan 19 – April 2020 |
| Based at | : | Ahmedabad, Gujarat |
| Position | : | Asst. Manager - Ad-Sales |

Job Profile

Revenue Generation through space selling in given B2B and Real Estate (Property) category & ensure achievement of sales revenue as per AOP. Identifying new business opportunities from untapped market sections; further developing the new market in given segment.

Increasing the volume market share of category in specific category through planned individual account support.

Responsible for daily/monthly review meet with unit head.

Maintain quality service by establishing and enforcing organization.

Will guard the portfolio of existing clients signed during the year.

Ensure excellent networking with advertisers, ad agencies (Media planners and buyers) and interactive marketing agencies.

Continuous coordination with team of MIS, circulation, editorial scheduling, designing, recovery, accounts & finance.

Innovative supplements & features on special occasions.

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|---------------------|---|---------------------------|
| Organization | : | The Sandesh Ltd. |
| Industry | : | Print Media |
| Period | : | Nov'13 – Jan'19 |
| Based at | : | Ahmedabad, Gujarat |
| Position | : | Asst. Manager – Marketing |

Job Profile

Developing and maintaining business of advertorial space selling

Managing client relationships vis-à-vis content, design & ancillary services

Design revenue generating models, heads and features for print media

Job Synopsis:

Am fortunate to have played an instrumental role in the team, assigned to create, build and develop B2B section for Sandesh Ltd., which was born into existence during my initial days. It gave me immense market exposure, developed fundamental skills and opportunity to nurture my talent in marketing and business development.

Modus operandi was to scan the market for business potential and opportunities to generate revenues by publishing innovative features by targeting diverse categories and segments.

Covered wide range of industry segments to develop B2B sections, like: "Pumps Motor & Pipes", "Material-Handling", "Agriculture", "Building & Construction materials", "Valves", "Fire-safety equipments & handlers", "Stationery & Gift", "Water treatment", "Light & electrical fittings" "Environment Industry" "Solar Industry". Published special features on topics involving "Environment day", "Water day", "pollution control day", "Independence day", Re-public Day", etc.

ACADEMIC QUALIFICATION:

Master of Business Administration (M.B.A) Marketing part time from MD University Rohtak 2013.

Post Graduate Program In Management Studies (PGPMS) Marketing full time from Iideas Institute of management Ahmedabad 2013.

Bachelor of Business Administration full time from North Gujarat University Patan 2011.

Higher Secondary from Gujarat Board 2008.

COMPUTER SKILLS & PROFICIENCIES

Microsoft Tools : Microsoft Excel, PowerPoint, MS-Office & Word.

ACHIEVEMENTS:

Currently my division generates revenue of 1.5 crore per annum and I am responsible for handling client network 200 plus business units.
Published coffee table book make in india @ pragatisheel Gujarat and generate 80 lakh revenue
Successfully completed “properly fair” event in west ahmedabad
Successfully completed “sales champion” program in ahmedabad.
Got WOW card for highest target achievement form Vice President.
Got right price champion award from Director.
Awarded as best performer of the year of 2016-17.
Got special appreciation from AGM for convert competitor’s client exclusive into sandesh.
Got appreciation from AGM to Increase market share of my particular category.
Got special appreciation from “Assistant. General Manager” and “Marketing Director” to creak big client Astral polytech ltd.
Captain of college cricket team for continues 3 yrs. Also got 2nd and 3rd prize in college level cricket competition.

Personal Profile:

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|----------------|-----------------------------------|
| Name | : - Rahul Popabhai Patel |
| Date of Birth | : - 28 th August. 1991 |
| Gender | : - Male |
| Nationality | : - Indian |
| Marital Status | : - Married |

DATE: -

PLACE: - AHMEDABAD

(Rahul Patel)
