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Ahmedabad India

EDUCATION

Bachelor Of Commerce **S.M Patel Institute of Commerce**,
Ahmedabad , 2008

Master Of Business
Administration **AES PG
Institute of Business
Management** , Ahmedabad ,
2010

LANGUAGES

English: C2

Proficient

Hindi: C2

Proficient

Gujarati: C2

Proficient

MANDAAR VAISHNAV

PROFESSIONAL SUMMARY

Versatile Regional Sales and Marketing Manager adept at developing marketing plans, managing tactical planning and overseeing marketing department operations. Forward-thinking and resourceful leader with solid accomplishments in the field. Pursuing a new professional challenge with a progressive company. Know how in corporate sales, branding, media and advertising.

SKILLS

- Marketing, Communication, Sales Support
- Media & Ad Sales
- Brand Custodian
- Corporate Volume Deals
- Vendor Management
- Promotions
- Channel Stakeholders Management
- Team Leader
- Clients & Brand Servicing
- Media Planning & Buying

WORK HISTORY

April 2019 - Current **Kotak Mahindra Bank Ltd. - Regional Marketing Manager**,
Ahmedabad, India

- Carried out ideation, strategies & development for marketing activations . Roll out marketing campaigns from ideation to execution.
- Produce valuable customer engagement concepts.
- Build strategic relationships with key industry agencies & vendors.
- Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely.
- Experiment with a variety of barter. Organic and paid content creation, content curation, campaigns, event management, publicity, social media, lead generation campaigns, copywriting, and performance analysis for acquisition & other channels.
- Analyse consumer behaviour and adjust advertising campaigns accordingly.

July 2014 - March 2019 **Radio City 91.1 FM - Senior Key Account Manager**,
Ahmedabad , India

- Sales, marketing and relationship with corporate & retails clients, agencies and vendors.
- To identify potential new clients and business opportunities, the potential tie-ups areas and branding opportunities, working for segments like automobiles, healthcare, pharmaceuticals, home & décor & FMCG.
- Revenue generation for the station from corporate & retail segments.
- An effective communicator with excellent interpersonal, PR skills, customer and client relationship management and Team player.
- Competition update, retail tracking, sales promotion, and collection update. Building & managing good communication with internal and external stakeholders.
- Strategic & non-strategic barter deals & increasing brand recall by implementing on ground activities and fulfilling the brand positioning.

May 2010 - June 2014 **Radio Mirchi 98.3 FM - Key Account Manager**, Rajkot , India

- Secured high-value accounts through consultative selling, effective customer solutions and promoting compelling business opportunities.
- Leveraged strategic planning to penetrate key accounts.
- Responsible for activations, which includes conception, ideation of event, planning marketing activities, vendor management, revenue generation through sponsorship, and execution to achieve bottom line targets.
- Apart from regular FCT sales, also responsible for Activations, which includes everything from the concept, Ideation of event, planning marketing activities, vendor management, revenue generation through sponsorship, execution to achieve bottom line targets as well.
- Generated business revenue for station from Saurashtra & Kutch territory with innovative ideas for BTL & ATL along with FCT as per their needs.
- Core marketing & Operations to implement any on ground activity.

DECLARATION

I hereby declare that all the information provided above is true and to the best of my knowledge.

ADDITIONAL INFORMATION

- Nationality - Indian
 - Passport Number - S5694495
 - Hobbies - Travelling, Trekking, Sports, Quizzing
 - LinkedIn Profile - <https://www.linkedin.com/in/mandaarvaishnav>
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REFERENCES

Shall be provided upon request