

KIRAN KUMAR V. GHANATE

PROFESSIONAL SYNOPSIS

- Over 15 years of experience in Sales, Marketing, Business Development & Client Servicing in leading media houses across Gujarat.
- Resourceful at maintaining business relationship with clients to achieve repeat / referral business along with quality product and service norms by resolving their service-related issues.
- An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, problem solving & organizational abilities. Possess a flexible & detail-oriented attitude.

CORE COMPETENCIES

Professional Relationship Management

- Attend to clients concerns & complaints and undertake steps for effectively resolving them.
- Maintain cordial relations with customers to sustain the profitability of the business.
- Communication with Clients, Agencies and internal departments for smooth functioning.

Sales & Marketing

- Develop local marketing strategies to build consumer preference and drive volumes.
- Ensure that business is conducted in line with Company's policies and ethical practices.
- Conversion of new clients for the region and expanding the client base.
- Prepare and maintain MIS reports for the reference of top management.

ORGANIZATIONAL CONTOUR

Political India Ventures- AAP -Gujarat social media (Election 2022 Project)

Career Path: Media Co-Ordinator- March 2022 -December 2022

Nature of Work: Coordination with AAP Media Cell Head & Leaders for getting Content generated from Team accordingly, Content research and proof reading, Vendor Management, Recruitment of Creative Team, On Ground Coordination with Camera Team,

Divya Bhaskar at Ahmedabad – Gujarat

Career Path: Dy. Manager, March 2021 -January 2022

Nature of Work: Reporting to A.G.M. at Ahmedabad Unit, handling Advt. Sales for Education Category. Servicing existing clients and to maintain regular business as well new opportunity of revenues through special Initiatives. IN House 4 Events for Education client done successfully. Have received Best Performer Award for Gujarat Region in short stint.

Amar Ujala Publications Ltd., at Ahmedabad - Gujarat

Career Path: Manager – Media Solutions December 2014 till August ,2020

Nature of Work: Reporting to Western region head at Mumbai. To nurture business & markets for Northern India & Pan Punjab region markets from Gujarat based corporate Clients like Sheth Bros., Amul , Sintex , Balaji Wafers ,Condor Footwear.

i Ads & Events -at Bangalore & Ahmedabad Gujarat

Career Path Branch In charge – October 2011 till November 2014

Nature of Work: Reporting to Owners. Setup of Ahmedabad Branch Office. Develop new opportunities in Gujarat and Indore market by doing R&D to organize Exhibitions. Media buying & coordination. Maintain project report and keeping budget in control for exhibitions

MiD – DAY Infomedia Ltd, at Ahmedabad Gujarat

Career Path: Assistant Manager – Ad Sales from August 2010 till September 2011

Nature of Work: Reporting to State Head-Mid-Day. Business development for the group publications MiD- DAY- English + Gujarati & the Inquilab-Urdu from unexplored categories & tier 2 cities of Gujarat Market. Relationship Management with clients and agencies to increase revenues for the publication. Maintain the collections as per company policy.

Achievements: Developed new clients from real estate sector & other Tier 2 cities in Gujarat, which were

inactive.

The Indian Express Limited, at Vadodara -Gujarat

Career Path: Assistant Manager – Ad Sales from December 2007 - August 2010

Nature of Work: Reporting to Branch Manager at Vadodara. Handling Govt./Tender Clients, Advertising Agencies, Industrial Special Innovative Features. Generating new business through innovative national and local features. Maintain PR and relationship with the Advertising Agencies, Govt. Officials.

Achievements: Won Awards for excelling in Target achievements for 3years in a row. Successfully handled and grew the major revenue categories for Baroda branch. In revenue terms it was 50% of the branch target. Conceived and published innovative features **from** Baroda and South Gujarat region

Infomedia India Ltd. (Formerly Tata Yellow Pages) at Ahmedabad -Gujarat

Career Path: Sr. Sales Executive-Sales from June 2005 till December 2007

Nature of Work: Reporting to Team Leader at Ahmedabad branch, Advertising space selling for Ahmedabad yellow pages Directory. Selling to Corporate and SMEs. Generating New Business and maintaining the existing clients

QUALIFICATION

Bachelor Of Commerce from Gujarat University in 2001

PERSONALITY TRAITS

- Confident, Self-Disciplined, Positive Attitude, determined and dedicated person
- Willingness to learn and improve constantly
- Good Communication and Convincing skills, Grasping ability, Professionalism
- People friendly and Amiable

PERSONAL DETAILS

Date Of Birth 13th JUNE 1980

Languages Known English, Hindi, Gujarati, Marathi & Kannada

Marital Status Married

CONTACT DETAILS

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