*Marketing Specialist with over* ***15 years’ experience*** *in areas of Strategic Alliances, Space Marketing, Business Development and Marketing communications in Print, Television and New Media (Internet and Mobile VAS) media space*

**Areas of Strength**

**Strategic Alliances and Partnerships, Content Syndication, Business Development**.

* Identifying and finalizing the right partners for strategic content syndication alliances and syndications
* Creating Alliances and Acquiring content for New Media (Internet/ mobile ) and Smart TV Platforms
* Conceptualizing new (brand driven) properties and identifying new platforms to constantly enhance the product offering on Internet and Mobile media (New Media) space in order to attract new users/subscribers and retain the existing ones and in turn increase traffic.
* Building and maintaining healthy business relations with major clientele, ensuring maximum customer satisfaction by achieving delivery and quality norms.
* Identifying key/institutional accounts generating business and strategically secure profitable business.
* Celebrity& Artist Management, Casting of various Artists and Fashionistas for key clients

**Employment Profile**

**July 2015 till date**

**Business Development Consultant**

**Shashi Sumeet Innovations (A Division of Shashi Sumeet Productions Pvt.Ltd)**

***KRA:***

* Creating & identifying new & potential clientele for the various services offered by the company which include BTL Activations, Creative Agency Services, Event Management Services, Corporate Marketing Communication (like Corporate Avs, TVCs, Audio Jingles etc), 360 degree marketing solutions
* Client servicing of existing clients
* Identifying new business opportunities

***HIGHLIGHTS***

* Successfully activated clients like Pidilite Industries, ABD, Godrej & Boyce Mfg.Ltd, Svizera Healthcare, Kores India & Mahindra Holidays for various services offered by SSI
* Successfully executed activation of Godrej & Boyce Mfg. Ltd- Appliances Division, Pidilite & Evrest Masala
* Successfully executed activation of Corporates clients at Lalbaug Cha Raja Ganpati Festival 2015
* Identified new business opportunities for the organization by creating alliances with MALS & Network Media for product placement at International Airport Lounge areas & Advertising in Mumbai Suburban Trains respectively

**April 2012 – June 2015**

**Business Head**

**Aahvaan Communication Solutions Pvt Ltd**

***KRA***

* Creating new business associates and clientele (Government and Private Sector) for the company by identifying new business opportunities in terms of ATL/BTL activations, Corporate events, Fashion and Lifestyle events, Audio-Visual content productions (Non fictional content) ,Corporate marketing communications like corporate AVs and Documentaries

***HIGHLIGHTS***

* Successfully initiated a business association with MSDS (a Government of Manipur and Manipur Handloom backed initiative) creating a Fashion Show property for the client to promote the work of young fashion designers (belonging to the state of Manipur) and weavers (of Manipur Handloom) ,
* Successfully carried out sales and marketing conferences for Escorts Tractors in Bangalore and Chennai
* Successfully created & executed the stall set up & branding for Hindustan Times (HT Media) at Brand Summit 2014 in Mumbai & Mission MBA in Mumbai

**May 2011 to March 2012**

**Asst Vice President (Marketing)**

**Leisure & Lifestyle Information Services Pvt. Ltd**

***KRA***

* Strategizing and executing the media (marketing and corporate communications) activity for the Brand “Holiday IQ” (www.holidayiq.com)
* Hiring a PR Agency to put in place a proper PR plan for the brand “HolidayIQ”
* Creation and implementation of a robust PR Plan followed by implementation through PR activities in sync with the PR Agency
* Ideation and Creation of new 360 degree properties to promote the brand “HolidayIQ”
* Initiate and Execute Strategic Alliances with various VAS operators in the new-media space

***HIGHLIGHTS***

* Successfully initiated and executed a series of press meets and Stories with media across the key cities pan India to introduce the HolidayIQ Holiday Intelligence Report to the media
* Initiated the first ever media activity for the portal on key travel magazines (Lonely Planet India, India Today Travel Plus and Outlook Traveler)
* Successfully got the HolidayIQ app deployed on the Samsung SMART TV App Store

**June 2008 to May 2011**

**Head (Digital and New Media Business)**

**Fashion Television India Pvt Ltd (FTV)**

***KRA***

* Identifying and Creating Strategic Content syndication alliances and partnerships in the digital media space
* Ideation and Creation of new 360 degree properties for FTV India’s digital platforms (www.ftv.co.in and wap.ftv.co.in)
* Marketing Initiatives and Content Management of FTV’s Web site and WAP Site
* Coordinating with the Content Team and the Technical Agency internally to service the requirements of advertisers
* Managing consumer feedback and enhancing the product offering through new properties
* Event management for various Client led and FTV India properties like Fashion Parties, Brand launches, Fashion shows etc.
* Celebrity management and Castings for key Clients led events like BPFT, WIFW etc...

***HIGHLIGHTS***

* Content syndication alliances for various VOD platforms
* Activated new properties like FTV INDIA Designer Blogs, FTV India Model Exchange , FTV India
* Social Media presence on Facebook and Twitter
* Executed Product Launch of Premium Vodka in India
* Managed the complete activity of brand led and other fashion Tours, on Ground (Media
* Coverage) and Advt Campaign on FTV India Digital like BPFT, Chivas Studio, Royal Slaute Polo Tournament, Mc Dowell’s’ Signature Derby etc.
* Managed key Accounts like Pernod Ricard (Seagram), Diageo, USL, ABD, LG Mobile , Samsung, Bangalore Fashion Week, Kolkata Fashion Week etc.

**November 07 to April 08**

**Dy. Manager (Media Sales)**

**India Interactive Technologies Ltd (The Dainik Bhaskar Group)**

***KRA***

* Introducing the concept of mobile application as an advertising medium to as many advertisers as possible who have been hitherto unaware of the medium
* Handling the sales of Advertising options on available on the application
* Identifying Industries and Business Houses who can garner maximum benefit by advertising on the medium
* Enhancing the product offering through feed-back from the market
* Coordinating with the Product Management and the Technical team internally to service the requirements of advertisers

***HIGHLIGHTS***

* Activated new clients like Abbott, Crompton Greaves, Sykz and Travelport Holidays for the new Media at IITL for the MeraMobi Mobile app

**Earlier Employment Engagements**

**April 07 to October 07**

Organization : Living Media India Limited (the India Today Group)

Products : Business Today, Men’s Health India, Scientific American India, Harvard Business Review &

Golf Digest

Position Held : Dy. Manager (Media Sales)

**February 06 to April 07**

Organization : The Indian Express Ltd

Products : Indian Express & Loksatta (Display1 category)

Position held : Asst Manager (Space Marketing)

**January 02 to September 05**

Organization : Indiamart Intermesh Ltd ([www.indiamart.com](http://www.indiamart.com))

Products : Business Promotion on Internet as a medium vis SEO catering to SMEs & Export houses

Positions held : Manager (Client retention and upgrades)

Asst Manager (Business Development)

**August 00 to December 01**

Organization : Transport Portal Pvt Ltd (www.indiatransportal.com)

Position held : Business Development Executive

Products : National Freight Exchange & Internet based product catalogues to the Logistics Industry

**Personal information**

**Academic Qualification**B.E. (Electronics and Telecommunication)

**Date of birth** November 5’Th 1977

**Marital Status**Married

**Current Location** Mumbai (India)

**Interests**Music, Travel and Documentaries

**References**

|  |  |
| --- | --- |
| (Client) Mr. Rajesh Pandalai  General Manager  Pernod Ricard India  +91-9818680331 | (Ex-Colleague/ Boss) Ms. Bhaswati Gopal Ghosh  Deputy General Manager  Times Network  +91-9819022145 |

**Linked-In Recommendations**

### Asst. Vice President

#### Leisure & Lifestyle Information Services Pvt. Ltd (HolidayIQ)

**[](https://www.linkedin.com/profile/view?id=AAEAAANnGZEB-VVYG3OA4a5P_CDxZfgMftaBFDI&authType=name&authToken=V1sW)**

##### [Naina RS](https://www.linkedin.com/profile/view?id=AAEAAANnGZEB-VVYG3OA4a5P_CDxZfgMftaBFDI&authType=name&authToken=V1sW)

###### Vice President at Madison World

Mayur's in-depth understanding of the Marcom and PR circuit, coupled with insicive knowledge of what is the final desired output for a corporate - a very potent mix. He is a perfectionist because of this, his ability to visualise the boardroom expectations and manage the agency deliverables to the Brand standards were met.

March 2, 2012, Naina was a consultant or contractor to Mayur at Leisure & Lifestyle Information Services Pvt. Ltd (HolidayIQ)

### Head (Digital & New Media)

#### FTV India

[**[](https://www.linkedin.com/profile/view?id=AAEAAACAwdkBxB3Sn5Ir7n4HUIrYn4oCbyDcdIQ&authType=name&authToken=H3k3)**](https://www.linkedin.com/profile/view?id=AAEAAACAwdkBxB3Sn5Ir7n4HUIrYn4oCbyDcdIQ&authType=name&authToken=H3k3)

##### [Amol Vedak](https://www.linkedin.com/profile/view?id=AAEAAACAwdkBxB3Sn5Ir7n4HUIrYn4oCbyDcdIQ&authType=name&authToken=H3k3)

###### Co-Founder / Director at EasyReach Solutions Pvt. Ltd.

Mayur is a people’s person. More than two year, I have known him and have interacted with him on several occasions. His understanding of the fashion, leisure & life style, new media have been phenomenal. The best comes out when he puts his domain understanding into business perspective for his organization. I wish him all the best in his career.

October 1, 2011, Amol was a consultant or contractor to Mayur at FTV India

**[](https://www.linkedin.com/profile/view?id=AAEAAAEZiAIBfDd4oDH2catGukRKVzrIEpjQd-U&authType=name&authToken=jTuD)**

##### [Ruzeveh Godrej, M.Com](https://www.linkedin.com/profile/view?id=AAEAAAEZiAIBfDd4oDH2catGukRKVzrIEpjQd-U&authType=name&authToken=jTuD)

###### Digital Marketing | Brand Management | Advertising | Enabling brands to tell compelling stories and mobilize consumers

Mayur is a detail oriented person who monitors the progress of his initiatives like a hawk without ever losing sight of the strategic objective he puts forward. He has helped build India's premier fashion portal. He has a lot of knowledge about the digital medium & I have learnt a lot from him. Apart from that he is a fun guy, great work ethics & his never say die attitude when it comes to work makes him some one I admire.

August 26, 2009, Ruzeveh was a consultant or contractor to Mayur at FTV India

### Dy.Manager (Media Sales)

#### India Interactive Technologies Limited (IITL)

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**[](https://www.linkedin.com/profile/view?id=AAEAAAGn0TkBWSFH1rSo9GHzv25lyIbP3kJ0Aus&authType=name&authToken=FI-9)**

##### [Rajeev Mishra](https://www.linkedin.com/profile/view?id=AAEAAAGn0TkBWSFH1rSo9GHzv25lyIbP3kJ0Aus&authType=name&authToken=FI-9)

###### Founder & Managing Partner at Mystique7

Mayur has amazing energy and awesome character to ride against the tide. Ever smiling, ready to help to the best of his abilities and playing the "counselor" to his colleagues are his key personality traits. His convincing skills make him a successful sales manager.

May 4, 2010, Rajeev managed Mayur at India Interactive Technologies Limited (IITL)

**[Rupali N](https://www.linkedin.com/profile/view?id=AAEAAAD14ioB1826O6FUyFNwgJ2fyuubZqv5Quo&authType=name&authToken=SlKS)**

##### [Rupali N](https://www.linkedin.com/profile/view?id=AAEAAAD14ioB1826O6FUyFNwgJ2fyuubZqv5Quo&authType=name&authToken=SlKS)

###### Atos Worldline - Venture Infotek

As a part of the Sales team at IITL, Mayur effectively created an awareness for our product thorugh his expertise and network. His naturally excellent communication skills & knack of building contacts apparently brought in good business. A nice friend for all the people around and helping by nature.   
  
Best wishes to him for future!!

September 7, 2009, Rupali worked with Mayur at India Interactive Technologies Limited (IITL)

**[](https://www.linkedin.com/profile/view?id=AAEAAADsknwBy3W9_Lx-5B0BBOo9CDkhUtZLX5k&authType=name&authToken=qkTS)**

##### [Shuchi Srivastava](https://www.linkedin.com/profile/view?id=AAEAAADsknwBy3W9_Lx-5B0BBOo9CDkhUtZLX5k&authType=name&authToken=qkTS)

###### Mobile Banking - Axis Bank

Mayur is a focused and target oriented professional. He is a good team player and makes look any task easy to achieve. His business relationships are remarkable and I am sure he will do great wherever he goes.

December 16, 2008, Shuchi worked with Mayur at India Interactive Technologies Limited (IITL)

**[](https://www.linkedin.com/profile/view?id=AAEAAAEp1tcBCzoXKOVtsJU_4r6BaSGqLkN-WeU&authType=name&authToken=CJ3K)**

##### [Prapti Banerjee](https://www.linkedin.com/profile/view?id=AAEAAAEp1tcBCzoXKOVtsJU_4r6BaSGqLkN-WeU&authType=name&authToken=CJ3K)

###### Mobile and digital media professional

Energetic and target oriented, that is what Mayur is. His business relationships are enviable! He has a deep understanding of media and advertising and a rich experience of the industry.   
I am sure any organization would be benifited with Mayur as a resource.

August 1, 2008, Prapti worked with Mayur at India Interactive Technologies Limited (IITL)

### Asst Manager (Space marketing)

#### Indian Express

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**[Bhaswati Gopal Ghosh](https://www.linkedin.com/profile/view?id=AAEAAAF7cEoBbgxebLUL07tjG9-RzdyKY8I7ZX0&authType=name&authToken=GmmQ)**

##### [Bhaswati Gopal Ghosh](https://www.linkedin.com/profile/view?id=AAEAAAF7cEoBbgxebLUL07tjG9-RzdyKY8I7ZX0&authType=name&authToken=GmmQ)

###### Deputy General Manager , Times Network

Mayur is very hard working and responsible person . He handles crisis situations very well . He was ' Mr Dependable ' in my team . His PR with client and agencies were excellent and thats how he would get the impossible work done . VERY INTELLIGENT .

April 10, 2013, Bhaswati managed Mayur at Indian Express

**[](https://www.linkedin.com/profile/view?id=AAEAAADdOJkBgiCTQ5r5VheeQpSJ2Jl1skpUwVU&authType=name&authToken=WaBl)**

##### [Amrit Rai](https://www.linkedin.com/profile/view?id=AAEAAADdOJkBgiCTQ5r5VheeQpSJ2Jl1skpUwVU&authType=name&authToken=WaBl)

###### Director Marketing at Magic Bus

Mayur is a polite and determined boy. Even though he did not report to me directly I found him to be knowledgeable about his clients and willing to work hard. His team leaders thought Mayur to be a valuable member of the team

October 10, 2011, Amrit managed Mayur indirectly at Indian Express

### Manager (Sales & Marketing)

#### Indiamart Intermesh Ltd

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**[](https://www.linkedin.com/profile/view?id=AAEAAAAKEXsB59yYsVMR5WqTJK5icPRpeBd5Onw&authType=name&authToken=lops)**

##### [Brijesh Agrawal](https://www.linkedin.com/profile/view?id=AAEAAAAKEXsB59yYsVMR5WqTJK5icPRpeBd5Onw&authType=name&authToken=lops)

###### Co-founder & Director, IndiaMART InterMESH Limited

I remember Mayur as a highly energetic sales professional & trustworthy colleague. We had a fairly small operation in Mumbai (we operated out of a flat in Kandivili) and he assisted us in building a great team by demonstrating great leadership as an assistant manager - both in terms of actual sales performance and team building & retention. I hope that he carries this character wherever he goes and make me feel proud with his achievements.[**less**](https://www.linkedin.com/in/mayurgoswami?trk=nav_responsive_tab_profile)

February 11, 2010, Brijesh managed Mayur indirectly at Indiamart Intermesh Ltd

**[](https://www.linkedin.com/profile/view?id=AAEAAAJhXK0BOhNA8A_1Zj-YmwBsraGVW8OKwdU&authType=name&authToken=zhrI)**

##### [Shiraz Ahmad Farooqui](https://www.linkedin.com/profile/view?id=AAEAAAJhXK0BOhNA8A_1Zj-YmwBsraGVW8OKwdU&authType=name&authToken=zhrI)

###### Director Sales at Fetchr

Mayur is one of the few smart highly interactive people I have worked with.His on on one relationship building was remarkable.His honesty and truthfulness as values has really paid him in his career while he was working with me.I wish him all the best in his future endeavour

August 8, 2009, Shiraz managed Mayur at Indiamart Intermesh Ltd