



**Moon Moon Mitra**

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## **Senior Client Servicing Manager / Account Manager**

### **Profile:**

Highly dedicated and versatile professional possessing over 8 years of profound experience in fostering and maintaining relationship with clients resulting in strengthened relationship with high end clients delivering business initiative success. Exceptionally innovative with proven ability to carry out market research, identify new advertising and revenue opportunities, create brand awareness and build brand value. Skilled in proofreading editorials and checking illustrations/captions along with excellent interviewing skill. Seeking a challenging position in an organization to utilize the potentials to the fullest, polishing the market research & relationship management skills and experiences, enhancing the strengths in conjunction with the organization's goals and objectives.

### **Skills/Area of Strength:**

- Effective Communication
- Interpersonal skill
- Client Relationship Management
- Excellent command in English Language
- Logical Thinking
- Problem Solving
- Research
- Creative
- Decisive
- Excellent presentation skill
- Proofreading
- Logical & Analytical thinking
- Negotiation & Persuasion
- Strong Work Ethics

### **Professional Experience:**

March 2018 - Current

**Senior Account manager & Client Relation Manager**

Platinum Communications Pvt. Ltd., Bangalore

### **Key Responsibilities & Highlights:**

- Responsible for client relationship management through interaction with prospective clients and strategize to convert them into clientele list; establish & grow relationships with decision makers / influencers within major clients.
- Developed relationship and on boarded clients such as **Caratlane, Ashirvad Pipes, CCL Products Ltd., Nestaway & Enamor.**
- Develop long term relationships and sustained business growth with clients as per their requirements on multiple vertical and working on new brief.
- Actively identify and pursue new advertising and revenue opportunities.
- Work on account management to commercial part i.e; generating estimates etc.

- Consolidating plan, follow up with existing clients and implement prospect businesses.
- Generating estimate to invoice follow up between commercial department and client.

May 2017 - March 2018

**Senior Account Manager**

Outdoor Advertising Professionals Pvt. Ltd. (OAP), Kolkata/Bangalore

**Key Responsibilities & Highlights:**

- Responsible for building strategy to attract new clients; Cold-calling and Cold-mailing to on-board more clients and leverage existing networks and resources to set up meets.
- Generated potential new FMCG, Corporates and PSU clients and client servicing vendor management etc.
- Was successful in establishing relationship with **Tanishq , Senco Gold, Canara Bank & Dalmia Cement.**
- Meet with new clients, build up and maintain relationship with existing clients for long run campaign.
- Execute our marketing strategy focused on gaining large volume, targeted strategic accounts for the company; create marketing presentation.
- Get in track of ongoing marketing campaign performance and other metrics.
- Responsible for negotiating contracts, deadlines and closing deals with the ability to deliver corporate, pitch related and strategic presentation.
- **Promoted within mere 6 months of joining the organization for excellent performance;** handled clients as well as media buying in some extent for Eastern Region & North Region.

February 2016 - April 2017

**Sr. Client Servicing Manager & Media planning**

Tinacca Media Pvt. Ltd. (TMG), Chennai

**Key Responsibilities & Highlights:**

- Strategize marketing campaigns for different products, present them to the client and lead the marketing team to launch the campaign on time.
- Monitoring the effectiveness of the campaign & payment follow up if renewal required from the client's end follow up for further renewal confirmation.
- Meet existing / prospective clients prepare impressive presentations & proposals as per the client's brief.
- Follow up with clients for due PO on a regular basis and follow up with Vendors for flex installations and snap.
- Arranging and attending appointment, making pitches with composite Presentation for their OOH/ Retail & Activation jobs at their preferred locations.

July 2010 - November 2015

**Assistant Manager Sales- OOH & Events**

Altitude Media Pvt. Ltd., Kolkata

**Key Responsibilities & Highlights:**

- Conduct market research as well as industries and vertical markets; analyze & evaluate the current trends, brand awareness and competition ventures. Cold-calling and lead generation.
- Develop and implement marketing strategies to boost existing client base and also reach new clients to ensure increase in business.
- Expanded the client base by onboarding clients such as **SAIL (Steel Authority of India Ltd.), National Insurance Co. Ltd., Syndicate Bank, Oriental Insurance & SBI Kolkata.**

- Execute the marketing strategy focused on gaining large volume, targeted strategic accounts for the company.
- Arrange meeting with all necessary homework; check the media inventory status.
- Present creative ideas to clients for their approval and other modifications.
- Evaluate the market reactions to advertising programs and monitor the effectiveness of the campaign.

### **Internships:**

- Doordarshan, Ranchi-Jharkhand
- The Statesman Newspaper House and the Hindustan Times Newspaper House, Kolkata
- All India Radio, Jamshedpur
- The Dainik Jagran, Jamshedpur
- The Prabhat Khabar, Jamshedpur

### **Education:**

#### **Bachelor of Mass Communications**

Ranchi University  
Ranchi, Jharkhand

Graduated, July 2009  
77%

#### **Post Graduate Diploma in Mass Communication**

Calcutta University  
Kolkata, West Bengal

Post Graduate, September 2010

### **Academic Project:**

“Advertising and its Impact on Society”.

### **Computer Proficiency**

**SOFTWARE/TOOLS** : Adobe Premiere pro, Adobe illustrator, Quark Express etc.

### **Language Skills :**

- English ●●●●
- Hindi ●●●●
- Bengali ●●●●

### **Personal details:**

**Birthday:** September 29, 1987  
**Gender:** Female  
**Marital Status:** Married  
**Nationality:** Indian

### **References:**

Prof. Asim Mitra  
Mobile no:-09613516494

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