

Accounts Director

Career Objective

With over 10 years of extensive management experience, looking forward to take responsibility for developing plans and executing projects and initiatives that support the short and long-term marketing strategy.

Summary of Qualification

After completing B.E in Mechanical, MBA in Dual Specialization (Marketing & Finance), I have gained 10 years of experience. (i.e.) **8 yrs in making appropriate plan of promotional & marketing activities** to increase its visibility, reach, for various categories of brands. In addition 2+ yrs as Engineer, took care of **Procurement, Production Planning control & Quality control in SME.**

Key Strengths

- Ready work to in ATL, worked in OOH, Retail, BTL (**Promotions, Event & Rural activation**)
- Making & executing the appropriate plan of **marketing & promotional activities** required by various category of Products/Brand from time to time.
- To take responsibility, plan & work towards achieving the same.
- Believes in smart work & never say die attitude.
- Ability to work with crosses functional teams with fastest & quick adaption/learning.
- Excellent analytical and quantitative aptitude.

Major Achievement:

- Launch of Britannia Time Pass (in snack category) (Supported) –by installing of various type of rack implementation along year long merchandising in GT to increase & measure penetration in market.
- Developed competitive business strategy considering all significant external factors (industry mapping, competitor activity, customer needs etc.,) and internal factors (top line & bottom line margins, sustaining them, optimization of resources etc.,) and implement it through the core team.

Education Qualifications:

- Completed PGD in **Advertising Management** from **Madras University**.
- Completed two years full time **Post Graduate Diploma (MBA) in Planning/Industrial and Entrepreneurship**, **Pune University** with specialization in **Marketing & Finance** [2003-2005].
- Completed **B.E (Mechanical Engineering)** from **Madras University**, in the batch [1997-2001].

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Experience Qualifications in Sales & Marketing:

1. *Equus Advertising Co Ltd* Working as Group Account Director–Existing Account & NBD
2. *Euro RSCG Advertising Pvt Ltd* – as Business Manager
3. *Graphisads Pvt Ltd* -Worked as Key Account Manager - Account management
4. *Jelitta Publicity* - Worked as Account Executive –Account Management & NBD – OOH.

Job Description (holds for all the above experience):

- **Corporate/Client acquisition** - by conducting research for the potential target market reach and evaluation Ideate and develop concepts for pre-emptive, for pitching.
- Developing **Marketing and Communication** Strategy by building conceptualization as per requirement as well as Budgeting and Execution of effective promotional & marketing activities for various category brands. Also client relationship management.
- Handle effective **channel management** - Coordinating with the team in various locations for timely - Pan India execution.
- **Relationship/Resource Management** with vendor for effective utilization of resources.
- Assigning projects and coordinating with different internal team and external team to execute the activity within specific deadlines.
- To manage relationship with **customer/client to generating** revenue from them by providing end to end (one stop 360°) solutions for clients to increase their brand visibility.
- To plan the activities accordingly to achieve long term/short term goal required.
- **Media Planning & Buying** of all type of media.
- **Assess and evaluate Client** needs to develop Proposals: Plan WRT resource allocation, Project time, Location & etc.
- By making decisions on the right mix of demographics & audience.
- By incorporating traditional and non-traditional media & Provide solutions in terms of **Strategic media solutions**.
- **Interacting with suppliers, vendors** & their teams - Handling Operations.
- **Market Analysis & Research** will be done to find effectiveness of the campaigns.
- Preparation of final reports and presentations on effectiveness measure for the clients with recommendation.
- Always explore for new idea to create innovative in Medias WRT campaign objectives.

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5. Trikaya Grey Advertising (India) Ltd as Engineer.

Period: July 2001- Jun 2003

Key Functional Areas:

Procurement

- Identifying cost effective supplier base for cost effective procurement of raw materials.
- Execute Capacity planning & order commitment for Production.
- Stocking of material requirements for the Particular Schedule.
- Releasing Material requirement for the schedules and follow-ups for assessing Inventory
- Committed to improve Quality issues based on Customer complains.
- Customer Interface.

Production planning control

- Planning day-to-day activities, production schedules, and allocating work for achieving of monthly production targets.
- Monitoring production, keeping control over activities and analysing processes for stabilization thereby ensuring smooth operations.
- Conducting training programs time-to-time to enhance the skills of the subordinates and as a result gain improved productivity.

Quality Assurance

- Establishing quality standards & implementing quality control systems to enhance quality of products.

Other details:

Projects

- Marketing research & Strategies influencing Customer perception in the Fast food Industry.
- Analytical study of Sales, Service and Distribution – Samsung, Hitachi, Videocon.
- Market Study and Analysis on the planning and execution of the Promotional strategies developed by Confluence for Sahara airlines.

Software skills:

- Affluent software knowledge in MS Office 2003 & 2007 (ppt, excel, word & etc).