

Associate/ Senior Associate/ AM - Mobile Marketing (Sales & BD)

Objective

To excel in whatever work I am performing and to become an integral part of the team by performing & learning and improving constantly, promoting innovation & flexibility for achieving organizational goals and to set standards for others to emulate.

Professional Summary

Proactive, result focused professional with adept working experience in Channel Distribution, Excellence in portable Marketing, Sales, Development, Team Management, Marketing Operations, and Strategic Planning.

Professional Experience

Manager – Marketing & Business Development
BAK TELECOM INDIA PVT. LTD.

December '11-Present

Responsibilities

- ♦ Digital media planning and execution.
- ♦ Worked closely with Ad-networks like Google adwords, Inmobi, Vserv, Komli etc. to run Ahoy's Web and Mobile Advertisement and keeping a track for the same.
- ♦ Worked closely with Ad-networks like Google adwords, Inmobi, Vserv, Komli etc. to monetize Mobile Content and website Traffic.
- ♦ Responsible for keyword research, **Account/Campaign structuring, bid management, and tracking for key performance indicators.**
- ♦ Spearheading the **Social Media Marketing & E-Mail marketing campaigns.**
- ♦ Made Product Video for one Product.
- ♦ Identifying and implementing strategies for increasing **Website and Mobile Application/site traffic through PPC and CPD marketing strategy.**
- ♦ **Identification and Analysis of new business opportunities** and presenting them in front of the core management team
- ♦ Creating Client Proposals and Performance summaries
- ♦ Adding and Managing new targeted Strategic Alliance and new business opportunities
- ♦ Leading a sales team for creating the Retailer Ecosystem.
- ♦ **Managing and Building Client engagement** by regular teleconferences and written communication
- ♦ Identify specific customer segments and industry verticals to approach with a joint value proposition for using AHOY' services.

Manager – Product Sourcing & Internet Marketing

February '11-November '11

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HANDYGO TECHNOLOGIES PVT LTD

Responsibilities

- ♦ Developing and finding Vendors and negotiating prices with them.
- ♦ Deciding the pricing of products for the customers.
- ♦ Coordinating with vendors & logistics departments.
- ♦ Sourcing of exclusive products over internet for our portal.
- ♦ Deciding about the merchandise/products to be featured on the website.
- ♦ Worked on Google Ad Words to spread awareness about the brand and acquire new customers.
- ♦ Segmentation & Targeting of user base and proper positioning of brand.
- ♦ Generating Engagement reports on Social & Company website.
- ♦ Tracking website revenues on daily basis.

Executive (Territory Sales)

December '09-January '11

Reliance Communications Limited

Responsibilities

- ♦ Sales Channel Development
- ♦ Managing a team of Sales Personnel
- ♦ Building relationships with Distributors and Channel Partners
- ♦ Achieving target sales and reporting the Sales Performance
- ♦ Ensuring Penetration of Company's Policies to grass root levels

Educational Background

- ♦ PGDBM (2011-2013) from LPU
- ♦ B.E. in Electronics & Instrumentation Engineering (2005-2009) from UPTU
- ♦ Class XII in 2005 from CBSE
- ♦ Class X in 2003 from CBSE

Skills

- ♦ Digital/Mobile Advertising
- ♦ Operations
- ♦ Comfortable with MS Office Tools
- ♦ Worked on Camtasia Studio
- ♦ Worked on Google Adwords