

RESUME: KAUSTUV DAS 15 + Yrs. EXPERIENCE

MAGAZINE ADVERTISING & EXHIBITION SPACE SELLING

NAME KAUSTUV DAS

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BI-MONTHLY MACHINERY LUBRICATION MAGAZINE PUBLISHED AT JAMSHEDPUR (WFH)

Designation: National Manager Advertisement Sales

PRESENTLY WORKING WITH MACHINERY LUBRICATION INDIA FROM DELHI (WFH) FOR LAST ONE YEAR TEN MONTHS IN A TECHNICAL COMPANY VAS TRIBOLOGY SOLUTIONS AND ALREADY PRODUCED REVENUE OF 12LAKHS + IN A SCENERIO WHERE CLIENTS DATA IS VERY LIMITED FOR A BI-MONTHLY TECHNICAL MAGAZINE EVEN WHEN I FACED THE WORST MARKET DUE TO PANDEMIC THAT ENGULFED INDIA AND AS A RESULT BUSINESS GRAPHS OF SME'S WENT DOWN UNFATHOMABLY. UTILISED MY EXPERIENCE TO EARN REVENUE FOR THE COMPANY EVEN WHEN THE CLIENTS ALMOST DECLAIRED A BIG NO FOR THE CURRENT YEAR PROMOTIONAL BUDGET. USED MY SKILLS TO CONVINCE & NEGOTIATE HARD AS A RESULT CLIENTS CAME AROUND WITH A POSITIVE MINDSET.

BI-MONTHLY ORGANIC MAGAZINE PRINTED IN NOIDA WORKED FROM BANGALORE (WFH)

DESIGNATION: HEAD MARKETING & ADVERTISING

WORKED WITH PURE & ECO INDIA FOR AN YEAR A MAGAZINE COVERING ORGANIC AND NATURAL FOOD INDUSTRY OF INDIA AS HEAD OF MARKETING & MANAGED AROUND 6 FULL PAGE ADS & SOLD THREE YEARLY PACKAGES PUBLISHED IN INDIA. BI-MONTHLY ORGANIC MAGAZINE, WORKED FOR 1 Yr.

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BI-MONTHLY CABLE & WIRE MAGAZINE PRINTED IN DELHI WORKED FROM BANGALORE (WFH)

DESIGNATION: GENERAL MANAGER- ADVERTISING

WORKED WITH CABLE & WIRE INDIA, A DELHI BASED TECHNICAL PUBLICATION, FROM BANGALORE (AUG.-2019 2020) 1-YR. CABLE & WIRE MAGAZINE AN UNFAMILIAR SUBJECT WAS HANDLED WELL FOR THE VERY FIRST TIME, AND GENERATED GOOD REVENUE & MANAGED TO GIVE GOOD ROI FOR THE BI-MONTHLY MAGAZINE INCLUDING YEARLY & HALF YEARLY AD PACKAGES. ALSO SOLD AD SPACES FOR PAPER INDUSTRY SELLER'S GUIDE OF THE SAME PUBLISHER AS WELL THE EXHIBITION BOOTHS FOR WIRE & CABLE EXHIBITION HELD AT PRAGATI MAIDAN DELHI.

BEST SKILLS WERE UTILISED, HARD NEGOTIATIONS DONE WITH CEO LEVEL PROFESSIONALS IN INDIA & ENGLAND JUSTIFYING THE BENEFITS FOR ADVERTISING IN WIRE & CABLE MAGAZINE.

MONTHLY TRAVELMAGAZINE BANGALORE FROM OFFICE (WFO)
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DESIGNATION: GENERAL MANAGER MARKETING & ADVERTISING
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ASSOCIATED WITH VOYAGER'S WORLD A TRAVEL MAGAZINE FOR SEVEN YEARS & 9 MONTHS CONTRIBUTED TO TAKE THE MAGAZINE TO A NEW HEIGHT AS I TOOK THE RESPONSIBILITY TO GET WORLDWIDE RECOGNITION FOR THE MAGAZINE TO ATTRACT THE TRAVEL TRADE FRATERNITY IN INDIA & ABROAD GAVE IT AN INTERNATIONAL RECOGNITION BY ENTERING INTO MEDIA PARTNERSHIP WITH THE WORLD'S MOST IMPORTANT TRAVEL TRADE EVENT CALLED WORLD TRAVEL MARKET LONDON. THE WTM ORGANISERS WHILE CAMPAIGNING USED MAGAZINE LOGO WHICH CAUGHT THE EYEBALLS OF ENTIRE TRAVEL TRADE PARTNERS IN INDIA AND WORLDWIDE. I WORKED AS GM MKTG/ADVTG & CONTRIBUTED DURING MY TENURE REVENUE OF MORE THAN RUPEES FEW CRORES FROM THE MAGAZINE SPACE SELLING.WHILE I WORKED WITH THE ORGANISATION ACHIEVED ROI THROUGH MY INDEPENDENT EFFORTS. DURING MY TENURE IN VOYAGER'S WORLD, THE MAGAZINE WON RECOGNITION OF ALMOST WHOLE OF TRAVEL INDUSTRY OF INDIA AND A GOOD NUMBER OF INTERNATIONAL TRAVEL COMPANIES AS WELL. TRAVEL INDUSTRY ABROAD.HAD RECOGNISED THE MAGAZINE VOYAGERS WORLD AS A PLATFORM GIVING THEM THE OPPORTUNITY TO GET MORE AND MORE BUSINESS FROM INDIA..

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WEEKLY TRAVEL BIZ MONITOR MAGAZINE COMING OUT OF MUMBAI WORKING AT BANGALORE OFFICE

DESIGNATION: HEAD ADVERTISING BANGALORE (WFO)

I JOINED MY FIRST TRAVEL MAGAZINE AFTER GAINING REQUISITE EXPERIENCE IN MY PREVIOUS FINANCIAL MAGAZINE ORGANIZATION AND JOINED A NEWLY PUBLISHED TRAVEL MAGAZINE WORKING FROM THE BANGALORE OFFICE. IN A SHORT TIME STUDIED THE NUANCES OF THE TRAVEL INDUSTRY WHICH I FOUND TO BE HUGE IN SIZE AND OPPORTUNITIES GALORE. I SAT DOWN TO SYSTEMATICALLY APPROACH THE INDUSTRY AND ITS BUSINESS HOUSES. I WAS MEETING PEOPLE IN THE TRAVEL PROFESSION. GRADUALLY AFTER ABOUT THREE MONTHS TIME I GOT THE FIRST CLIENT. THERE AFTER I WAS ENJOYING MY STRUGGLE AND QUIETLY BUT STEADILY I COMPLETED FOUR YEARS OF MY TRAVEL FRATERNITY CONNECTION WITH A RESULT I WAS HAPPY ABOUT AND GOT AN OPPORTUNITY TO JOIN A COMPANY NOT ONLY HAVING A MAGAZINE BUT ALSO AN OPPORTUNITY TO ADD TO MY SKILL THE EXHIBITION SPACE SELLING THAT TOO IN THE SAME TRAVEL INDUSTRY ITSELF.

MONTHLY FINANCIAL MAGAZINE BANGALORE ON BFSI (WFO)
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DESIGNATION: ASSISTANT MANAGER SUBSCRIPTION & MARKETING

WORKED FOR A MAGAZINE GLOBAL CUSTODY REVIEW A MAGAZINE FOR THE TOP BANKING PROFESSIONALS WORLD OVER INCLUDING INDIA. UNIQUENESS OF THIS JOB WAS THAT IT GAVE ME AN EXPOSURE TO WORK FOR SELLING FINANCIAL ADVERTISING SPACE AND SUBSCRIPTION FROM INDIA FOR INTERNATIONAL CLIENTS. WORKED FOR FOUR YEARS. THIS MAGAZINE CHANGED ITS OWNERSHIP DURING MY TENURE FROM A BRITISHER TO AN NRI FROM USA. I WORKED AS AN ASSISTANT FOR MARKETING AND HEAD OF SUBSCRIPTIONS DEPARTMENTS. DID NOT GET ENOUGH OPPORTUNITY TO SPEAK WITH THE ADVERTISING CLIENTS. YET GOT COUPLE OF INDIAN BANK ADS. HOWEVER I WAS ALSO HANDLING THE SUBSCRIPTION TEAM UNDER MY SUPERVISION HAVING ACHIEVED CLOSE TO 10,000 SUBSCRIPTIONS INCLUDING INDIAN & INTERNATIONAL SUBSCRIBERS. I HAD PERSONALLY CONTRIBUTED CLOSE TO 3500 ONLY INTERNATIONAL SUBSCRIPTIONS. In regard to advertising most prominent that I achieved was An advertisement worth Rs 3 Lakhs from the bank ICICI apart from few smaller ads from various small financial organizations in India and abroad.

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SKILLS WITH WHICH I GOT BETTER RESULTS IN MY CAREER

- ❖ A GO-GETTER AND HAVING MORE THAN 15 + YEARS EXPERIENCE IN MY MEDIA SALES PROFESSION. I HAVE ALWAYS BEEN DEDICATED, HONEST & A PERFORMER.
- ❖ I CAN INDEPENDENTLY HANDLE RESPONSIBILITIES ENTRUSTED TO ME AS IN THIS PROFESSION I AM AWARE OF ALL THE NUANCES OF THE TRADE.
- ❖ MOST UNIQUE SKILL IS I CRACKED THE ADVERTISING DEALS & EXHIBITION SPACE SELLING ON PHONE CONVERSATIONS, EMAIL COMMUNICATIONS AND WHATS APP FOLLOW UPS IN MORE THAN 95% CASES IN MY CAREER. **WITHOUT MEETING THE CLIENTS FACE TO FACE**
- ❖ IN MY ALL WORK FROM HOME DEALS I GOT 100% PAYMENTS AS PER COMPANY RULES. **WITHOUT FACING THE CLIENT OR AGENCY FACE TO FACE.**
- ❖ I WAS ALWAYS ASKED TO HANDLE PAN INDIA & INTERNATIONAL CLIENTS FOR MY UNIQUE ABILITY TO ACHIEVE RESULTS & PAYMENTS.
- ❖ I HAVE DEALT IN MANY BARTER DEALS & MEDIA PARTNERSHIPS IN EXHIBITIONS & MAGAZINES WITH VARIOUS COMPANIES

SOME OF THE **PROMINENT** CLIENTS I HAVE DEALT WITH IN MY PROFESSION FOR DIFFERENT MAGAZINES

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| <ul style="list-style-type: none">• INDIAN OIL LIMITED,• BHARAT PETROLEUM LIMITED,• HINDUSTHAN PETROLEUM LIMITED,• GLACIER RESORTS, STAR CRUISES,• CRUISE PROFESSIONALS, ,• MACAU TOURISM,• INDIAN TOURISM,• GROUP,TAMARA RESORTS, ,• YATRA.COM,• COX & KINGS• VJRGIN ATLANTIC ETC..... | <ul style="list-style-type: none">• AIR MAURITIUS• EXXON MOBIL,• CANADA TOUTISM• CARRIBEAN CRUISES• TURKISH AIRLINES• VISIT SCOTLAND,• OCEANA CRUISES• SAROVAR HOTELS• GERMAN NATIONAL TOURISM• ASSAM TOURISM• ICICI BANK |
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MY FIRST PREFERENCE IS WORK FROM HOME AS I BELIEVE CAN SAVE TIME FOR BETTER RESULTS