



SAKET GATTANI

MEDIA PROFESSIONAL

CONTACT

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SKILLS

Digital Marketing

Sales & Negotiation

Business Development & Planning

Marketing

Branding

Growth & Strategy

Market Research

Presentation

Content Writing

Client Retention

Budgeting & Forecasting

Media Relation

Google. Adword & Analytics

Customer Relationship Management

Go- To-Market

SUMMARY

Media professional with expertise in advertising, digital sales & marketing with a rich mix of communication skills, Proficient in any type and medium of advertising, innate ability to sift knowledge and perceive market trends. Worked with different sectors of the clients (IT, FMCG, Real Estate, Fashion & Lifestyle, Automotive, Ecommerce Clients etc). Possess high business acumen. Adept at building brand strategies. Intuitive, pragmatic, and creative ability to deliver complicated, multi-faceted multiple projects. Expert in drawing client insights, determining opportunities, conceiving ideas, and utilizing experiences to deliver revenues. Excellent leadership and team management skills, strategic thinking ability, fostering and nurturing creativity. Competence and character to steer the work, shape the work and sell the work.

EXPERIENCE

Growth & Business Development Manager

Mar 2019 - Apr 2023

Lehren Networks Private Limited

- Scheduled & planned sales call to effectively handle assigned accounts in a timely manner and meet advertising deadlines & sales objectives.
- Identified new business opportunities through cold calling, referrals & effective follow-up. Create innovative campaign ideas leveraging the company's online properties.
- Responsible for presenting & selling Digital Properties (Website, roadblock, sponsored video, (youtube, dailymotion, live video etc) advertising solutions to clients.
- Build strong relationships with assigned clients to ensure loyalty and repeat business.
- Prepare adwork for the client and ensure that the copy and design are aligned with the clients brand look and feel and messaging.
- Help the company understand the local advertising environment through daily reporting, participation, and interaction with fellow employees.
- Persuade clients to buy advertising space by explaining the benefits of our properties, using statistics on readership or viewing figures
- Responsible for proposing and negotiating deals while meeting sales goals and objectives. Establish client cost estimates on all advertising and company services, contract negotiation, and payment collection.
- Lead, manage and close the full sales cycle: prospecting, negotiating & closing respond to RFPs and prepare customized proposals to win new business.
- Build a personal strategic plan to achieve revenue goals. Digital Platform (Website and Mobile channel) which offers visitors an opportunity to know more about what is new and trending around the world, users will get access to a hot list of short and crisp videos on topics ranging across sports, movie reviews, food, technology, humour, fashion and news, OTT, Hollywood movies, Retro (*Bollywood in Flashback*) celebrity interviews.

Sr Client Servicing & Brand Solution

May 2015 - Feb 2019

Times Internet Ltd

- Digital Media ad. sales, Cross selling, bringing new clients on-board. Achieving revenue target.
- Maintaining a trusted advisor relation with the new & existing Clients.
- Strong organisational & multitasking abilities coordinating between internal & external team. Making Presentation & Designing Banners Clients Websites & Campaign Management.
- End-to-end involvement throughout project life-cycle from pitching, too creative thinking, content creation & strategic planning execution of campaign.
- Assisting in designing and execution of campaigns to build product awareness to & gain positive image, & boost company reputation by Media Buying and Planning.

Performance Media Marketing

Social Media Marketing

MS-Office

SEO,SMM,

LANGUAGES

English



Hindi



French



PERSONAL SKILLS

Perseverance

Team Management

Leadership

Multi-tasking

Strategic Planning

Communication

Problem Solving

Creative Ability

- Using digital platform & providing better value, visibility & validity in a market (organic and non-organic campaign on FACEBOOK,TWITTER, INSTAGRAM, LINKEDIN, Youtube. Etc., also on other inventories of til: toi.com, et.com, etsicio.com, mumbaimirror.com, etreality.com.)
- Efficient usage of the digital marketing tools & ability to identify where they should be used, for running the campaigns (SEO,SMM,PPC,Emails, & Google Adwords, Google Analytics Performance media marketing (CPV,CPL,CPA,CPS) providing them all digital marketing services.
- Budget, forecasting and analysis of accounts, timely delivery within allocated budgets, Proven experience in managing budgets & delivering ROI.

AD.Sales Representative

Jan 2010 - Mar 2013

Deepak Advertising

- Selling Newspaper, outdoor ad spaces.
- Identify decision makers within targeted leads to begin the sales process.
- Penetrate all targeted accounts and radiate sales from within client base.
- Collaborate with sales supervisor to determine necessary strategic sales approaches.
- Make outbound follow-up calls to existing customers via telephone and email to cross-sell and up-sell.
- Emphasize product/service features and benefits, prices, discuss terms and prepare sales orders.
- Submitted proposals to the client, including images, designs, and contract pricing within their budget.

EDUCATION

MBA (International Business)

Jun 2013 - Apr 2015

ITM Business School,Kharghar

It was a student Exchange programme,so for 6 month I was in Europe, studied in ESSCA University ,Budapest. Also learned many things about International Market works.

Bachelor in Commerce

Jul 2009 - May 2012

DAVV University, Indore

PERSONALITY

Hereby, I confirm all the details provided by me are true.

Saket Gattani