References


Obermiller and Louie (2002). Consumer response to a firm's endorser association / disassociation decisions.
Celebrity Endorsement And Its Influence On Consumer Behaviour


Pringle Hamish (2005), "Celebrity Sells", IPA

4P’S Business and Marketing, March 2008


www.afaqs.com
Objective

GROWTH, both on the personal and professional dimensions, by learning and applying the professional knowledge to emerge as an outstanding management professional.

- A dynamic professional with 6 years of experience in Media Marketing - Advertisement Sales
- PhD pursuing from Gujarat University
- Proficiency in generating business from clients and major advertising agencies by giving sales presentations and achieving business target
- Expertise in cultivating relations with various ad agencies and clients.
- Strong analytical and effective communication skills
- Understanding of the Corporate Communication and Marketing Communication function of an organization

AREAS OF EXPERTISE

- Relationship Management:
  - Maintaining relationship with active clients and develop new relationships aiming to generate business from them with maximum market share.
  - Coordinating with the advertising agencies to track business and understand the client's needs.
  - Maintaining cordial relationship with the business stakeholders to ensure a smooth operation in the state.

- Business Development
  - Generating awareness for the groups' publications among the active clients by giving product presentations.
  - Capitalizing on the possibilities of exclusive topical innovative advertising campaigns / Events with the clients.
  - Preparing customized media solutions for the non-active clients to encourage them to start a relationship.
  - Handling Saurashtra, Anand, North Gujarat besides the clientele 'in Ahmedabad.

- Team Management:
  - Maintaining good rapport amongst the team members and assisting them in accomplishing targets.
  - Assisting in maintaining an amicable business environment in the office.

ORGANIZATIONAL CONTOUR

HT Media Ltd., Ahmedabad Since Dec'05

Career Growth Path:
Dec'05 – Mar’07 Sr. Executive - Media Marketing
Apr’07- Till date Assistant Manager – Media Marketing

Key Deliverables:
- Increasing the revenues for the organization from the given regions and categories.
- Updating the active and non active clients about the publication by making presentations.
- Maintaining cordial relationship with the advertising agencies to understand the client’s needs and to generate business.
- Handling Saurashtra, Anand and North Gujarat besides the clientele 'in Ahmedabad.
- Exploring innovative and theme based business opportunities amongst the non active clients and agencies to increase revenue streams.
- Ensure timely collections adhering to the credit policy of the company.
- Maintaining cordial relationship amongst the team members and colleagues to ensure smooth operations.
The Indian Express (Bom.) Ltd., Ahmedabad May'03 - Nov'05.

Career Growth Path:
May'03- Apr'05 Executive - Space Mktg. (National Team)
Apr'05- Nov'05 Sr. Executive - Space Mktg. (National Team)

Key Deliverables:
- Maintaining profitable relationship with the active National clients to generate business and maintain a high market share for the groups' publications.
- Maintaining cordial relationship with the advertising agencies to understand the client's needs and to generate business.
- To contribute towards the success of national projects by generating extra revenue from the active clients.

The Sandesh Ltd., Rajkot as Executive - Space Mktg. (Local Team) May'03-Nov'03

Key Deliverables:
- Maintaining profitable relationship with the active retail clients to generate business and maintain a high market share for the groups' publications.
- Maintaining cordial relationship with the advertising agencies to understand the clients needs and to generate business

PROFESSIONAL ACCOLADES

HT Media Ltd.
- Created a new category “Special Projects” and actively contributed to its development by generating revenue from the non advertisers
- Raking in more than 70 % market share for the publication from the given categories
- Consistently achieved targets and got a letter appreciating the same from VP - HR
- Was a part of the team winning an award for good performance in tough times from the management at HT Media Ltd

The Indian Express Newspapers (Bom.) Ltd
- Played an active role in the creation of the “Special Projects” category and contributed to its development
- Achieving assigned targets and supporting branch head in generating new ideas for business development.

ACADEMIA

- Ph.D.- Pursuing (Celebrity Endorsements and its Influence on Consumer Behavior) from Gujarat University.
- MBA (Marketing) from Saurashtra University in 2003 with First Class.
- B.Sc (Chemistry) from Christ College, Saurashtra University in 2001.

IT Skills: Regular usage of Ms- Office, Internet and Statistics Software – SPSS.

EXTRAMURAL ENGAGEMENTS

- Content manager of Saurashtra Uni. - MBA Dept. website: www.mbasu.com
- Stood fourth (4th) in the Inter-Collegiate Badminton Tournament representing Christ College and was selected to represent Saurashtra University at the Zonal Level (Western Zone).
- Delivered seminar on Positive Attitude at Tata Chemicals Ltd., Mithapur Production Plant to GET and Managers.

Personal Dossier
Date of Birth - 17th October, 1980
Marital Status - Married

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