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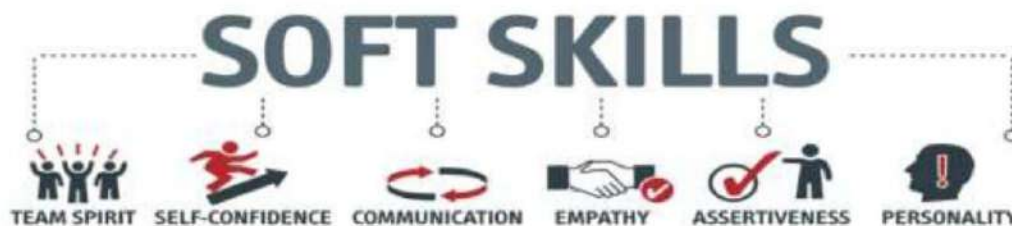
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Over a decade of experience --- Fueling Global Revenue & Market Share

Tackled complex business challenges and made high-stakes decisions using experience-backed judgment & irreproachable integrity; drove new business through key accounts and forged strategic partnerships to increase revenues

Verifiable Record of Accomplishments in Leading Strategic Initiatives, Fortifying Businesses, Impacting Revenue Stream and Upscaling Operations

- **A SPIRITED FILM AND MEDIA PROFESSIONAL WITH OVER 22 YEARS OF INDUSTRY EXPERIENCE IN DIGITAL, AIRTIME & PRINT AD SALES, BRAND SOLUTIONS,** Strategic Planning, Product Revenue Strategy, Budgeting, Sponsorships, Consumer Marketing, Business Development, Key Account Management. Instrumental in strategizing on PR mandates, planning and implementation of communication plans, organizing and managing events and social media management.
- **ENERGIZE THE ORGANIZATION AND LEAD VISION ROAD MAP PLANS WITH FOCUS ON SERVICE INNOVATION AND GROWTH.** Highly experienced in defining and driving key business strategies, knowledge management and procedures and service standards for business excellence and generating value propositions for the customers.
- **SKILLED STRATEGIST WHO TRANSFORMS STRATEGIC PLANS INTO WORKABLE SOLUTIONS** through appropriate use of financial acumen, business strategies and through relationships with stakeholders. Collaborated with the brands, celebrities and key clients, achieve consistent success, and create industry-based value propositions.
- **HELMED LEADERSHIP IN DELIVERING GROWTH & IMPROVEMENTS; ACKNOWLEDGED AS CONCEPT-TO-EXECUTION DRIVER & MARKETING SPECIALIST;** leveraged perspective of setting records in business expansion, revenue growth and high rate of satisfaction among clients. Led product teams and various service groups for ensuring effective delivery of solutions; ensured adherence to pre-discussed parameters for different segments with consistent achievement of the marketing targets.



### --- Executive Strengths entails

Digital Marketing Strategy	• Conceptualizing & implementing competitive strategies for developing and expanding market share towards the achievement of revenue & profitability targets. Launched one of the most successful movie channel Colors Cineplex which grew to become the number 1 channel in the Urban+ rural space in a very short time
Business Development	• Pioneered direct consumer engagement, building programs that celebrate not only the characters across shows but also the viewers' relationships with them.
Communications	• Steered operations while with Zee Network where headed marketing for Zee TV and Zee Cinema; built brands right from rejuvenating "mature" brands to launching new ones for the network.
Market Research	• Winner of many awards for both national and international marketing and digital initiatives across various forums as Goafest, Effies, Envies, Promax, etc.
Insights & Analytics	• Pivotal in leading digital mandate for Hindi cluster & ensured the brand got highest share of voice amongst the category.
Go-To-Market	• Administered operations for Colors' marketing and digital mandate for its Hindi Mass Entertainment channels (Colors, Rishtey & Rishtey Cineplex) across Pay & Free To Air channels.
Strategy Positioning	• Initiated unique loyalty program for brand in tough market of U.P called Colors Golgen Petal club. Led unique engagement model which helped the channel to become No. 1 in market & be first in the category
P&L And Budgets	• Produced record-breaking achievements throughout tenure marked by high turnover and cutthroat competition
Branding	• Channelized focus on digital strategy for the Hindi Mass Entertainment channels leading to significant growth; drafted strategies to ensure highest monthly organic reach of 50 million across social media
Search Engine Optimization	• Capability to develop systems, policies, and procedures and turn them into life and action within the organization. Changing culture through training and development is one of the key strengths.
Channel Partnerships	
Sales Enablement	

## ... Career Success

### Since Aug'2014: Viacom18 (Hindi Mass Entertainment Channels- Colors, Rishtey , Rishtey Cineplex) XXXXX: Marketing and Digital

Leading overall development of integrated category marketing plans in conjunction with category business objectives. Developed loyalty programs and IPs for the channel. A first in the category; effectively used research data to analyze usage trends and creation of market research & penetration strategic plans for development of targeted product proposition. Developing marketing strategies basis the requirement of the sales teams ensuring higher revenue for the network

#### Significant Highlights

- Steered operations as Marketing Strategist & continued to have the highest recall and reach in its genre
- Stellar role in leading to increase in the channel's Brand Equity to be amongst the top two in the category
- Significantly contributed towards increase in market share from 15% to 19 % by creating new brands and growing existing ones
- Ensured the highest SOV for the brands with lowest SOE across the category amongst consumers & trade as well
- 'Benchmark' approach to media planning with key emphasis on reach building, conversions, AOTS
- Initiated rural connect programs that created brand recall at the grass root level
- Acquired highest share of voice across the category on digital with above 50% share for the last few years
- Generated industry leading organic monthly audience engagement of over 60 million; developed channel hashtags trend organically
- Strategized and planned over 240 million minutes of video consumption organically across social media platforms in one quarter
- Built a combined audience size of over 40 million across existing social media handles
- Launched the first ever live dual screen engagement with Rising Star, a live singing reality show
- Developed a new revenue vertical for the network in Brand Solutions space
- Strategized with various brands across categories to deliver on their marketing and brand objectives by offering innovative and comprehensive solutions across the Viacom18 network and beyond.

### Dec 2004 – July 2014: Zee Entertainment Network as Marketing Head

Developed effective long & short term marketing strategy in alignment with business growth strategy; built marketing budgets and planned allocations at national level. Analysed market research data from internal research team to make necessary brand plans for future growth of brand. Drove the digital communication for various localised & national brand promotion activities. Oversaw development of competitive differentiation at regional level within the desired brand identity framework.

#### Significant Highlights

- Instrumental in acquiring brand equity scores of the channel amongst top two in the category from a languishing number 5 position
- Successfully designed a plethora of data-driven strategies to help ZEE TV establish & maximise market share and gain leadership
- Pivotal in repositioning the brand twice for better consumer connect and affinity; led market wise brand financials monthly to measure the profitability of each market & chalking out strategies for brand growth.
- Initiated the channel's aggressive move into Digital, Social and New Media channels; helped the channels' digitization drive through various on air and online initiatives
- Stellar role in implementation of brand promotions for various shows inclusive of brand positioning & execution of initiatives as Guinness Book of record for non-fiction show namely Dance India Dance
- Spearheaded many award winning marketing campaigns for the channel like DID, Punarvivaah and Fear Files; worked as Brand Head for the Hindi movie channel bouquet – Zee Cinema, Zee Premier, Zee Action and Zee Classic.
- Launched the second mainline GEC for Zee network – Zee Next & involved in developing brand communication right from positioning to channel packaging
- Initiated critical statutory processes required to “startup” a channel and executed the marketing strategy for the new channel

## ... Prior Experience

### Jan'2003 – Dec'2004: C.S. Direkt Events Pvt. Ltd. as Designation

- Instrumental in establishing the branch office in Mumbai and developed a prestigious network of client base for the organization
- like Tata AIG, ZEE Network, Sony, Degussa, Tag Heuer, Siemens etc.
- Developed substantial client base in the market worth Rs. 100 lakhs in a span of 6 months
- Acquired business for company in less than a month and made the office self-sustaining; developed brand CS Direkt in Mumbai market.

### 1998 – 1999: Hero Corporate Services (P) Ltd., Delhi as Designation

- Pivotal in exploring the various marketing opportunities that were present for all the Hero products
- Worked on developing software and writing programmes for the office automation process.

## ... Education

PGD in Management ((Sales & Marketing and Information Technology) from Amity Business School, Noida, UP in 1998 with CGPA 8.5/10

Bachelor of Arts (History & Political Science) from Sophia College, Ajmer, Rajasthan in 1993