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**STRATEGIC EXECUTIVE PROFILE: RESOURCEFUL & COMPASSIONATE MEDIA PROFESSIONAL**

Overcome complex business challenges and make high-stakes decisions using experience-backed judgment; strong work ethic and impeccable integrity; ramping up market share, exceeding industry demands – with profitable buyouts. Passionate curiosity for technology and an obsession with social, retail, mobile, data, customer experience, design & innovation

**PROFESSIONAL SUMMARY**

- **DISTINGUISHED CAREER REFLECTS CONTINUAL ADVANCEMENT, A DEPTH OF VALUABLE & DIVERSIFIED LEADERSHIP EXPERIENCE** and consistent achievements in driving strategies and initiatives that produce dynamic business results. Known to transform individual performances through powerful competency roadmaps. **Strategic Business Transformer** who quickly assesses obstacles to stalled **growth- issuing tough decisions, restructuring organizations to reach profit goals and eliciting top performance**
- **HARNESSES A COMPELLING COMBINATION OF EXPERTISE IN DRIVING ACCEPTANCE OF STRATEGIC LEVEL CHANGES BY BUILDING EMPLOYEE TRUST.** Instrumental in providing customized platform agnostic solutions to key accounts and maximize revenue and wallet shares from them, market expansion, anchor special projects, propose innovation led strategy and generate new ideas for additional revenue.
- **SPURS PEOPLE TO WILLINGLY GIVE 100% AS PER THE BUSINESS OBJECTIVES FOCUSING ON OVERALL CONTRIBUTION.** Turns untapped opportunities to lucrative results. Indelible reputation in **delivering impactful & cost-effective training programs to up-skill employees, and create world-class customer experiences**
- **RECOGNIZED AS A CHANGE AGENT WHO BRINGS ALONG EXPERIENCE WHICH REFLECTS CONTINUAL ADVANCEMENT, A DEPTH OF VALUABLE & DIVERSIFIED LEADERSHIP** with consistent achievements in **driving cost-effective digital sales strategies, programs and initiatives that produce dynamic business results; helmed strategic level leadership in delivery of targeted improvements**

**ACADEMIC CREDENTIALS**

Post Graduate Certificate in Digital Marketing from MICA in 2020  
PGD in Management (Marketing) from Annex College of Management Studies, Kolkata All India Management Association in 2009  
B.Com. from Calcutta University in 2001

**SIGNATURE SKILLS**

- Organic Business Growth - Emerging Consumer Trends - Go-To-Market Strategies - Strategic Alliances
- Business Continuity Planning – Key account Management - ROI Accountability
- Organizational Frameworks - Process Enhancements - Budgeting/ Resource Planning
- Competitive Analysis & Positioning- Risk Management - Process Quality Implementation
- Digital Campaign Planning & Implementation – Internal & External Communications – Key –
- Crisis Management/ Stakeholder Engagements – ATL & BTL -

**EMPLOYMENT CHRONOLOGY**

Since Oct 2015: Times Internet; last designated as Regional Head

Career Progression



Oct 2015 – 2018: Chief Manager



Since May'2018: Regional Head

**Actionable Steps To Drive Vision:** Conceptualizing & implementing competitive strategies for generating sales, developing and expanding market share towards the achievement of revenue & profitability targets. Administered the TIL Eastern region which was adjudged as Market Champion in emerging markets in Non Metro category in 2018-19

**Consistent record of delivering results in growth, revenue, operational performance, and profitability.** Aggressive sales & marketing tactics with strong exposure of working with prominent and high-profile accounts. Led to revenue growth in education category by 200% specially Odisha and West Bengal in 2019-20.

**Take-charge Marketing Leader who quickly overcomes profit & growth challenges;** Produced record-breaking achievements throughout

tenure marked by high turnover and cutthroat competition. Pivotal in acting as Change agent for the emerging markets for TIL from the nascent stage with sales revenue Year on Year average growth rate of ranging 40% to 50%.

**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. Built successful strategic tie up with various state Governments and PSUs by empanelling Times Internet Ltd with DIPR/ IPR Dept., resulting in monetized sizable advertising revenue from various campaigns as "Make in Odisha 2018 and 2020" Jharkhand Momentum 2016-17, Odisha Tourism 2018-19, Bengal Global Business Summit, Bihar Tourism and, National Insurance Company Ltd.

### Significant Highlights

- Orchestrated profit turnaround to boost market share – overcoming challenges; instituted innovative sales & business development initiatives to drive growth and optimize business opportunities thereby winning high-profile contracts
- Spearheaded and managed advertising digital sales revenue of Corporate Key Accounts and Government business for all the states of Eastern region as Bengal, Odisha, Jharkhand, Bihar, Assam, and North Eastern states
- Functioned as top revenue leader, turned around business unit with rapid attention to key targets for consulting services; managed and ensured achievement of high-margin revenue. Mined strategic partnership which boosted the product revenues
- Pivotal in managing revenue from various verticals including Display advertising, Videos, Branded Content solutions, Performance
- Administered the Spotlight Vertical includes Influencers Marketing, Performance -Native ads, Native Advertorial for:
  - No 1 News Network of India (TOI.com, ET.Com and languages portals)
  - Entertainment and Lifestyle Network (Indiatimes.com, MensXp.Com, Idiva.com)
  - Colombia Audience Network.
- Significant role in translating analytics into insights and recommendations and delivering optimization strategies.
- Collaborated with internal stakeholders as Print team of Times of India (Response), Optimal Media solutions team to optimise reach in for better market coverage and optimise revenue
- Successfully converted traditional client into digital fold resulting in revenue growth using customized solutions across platforms as per client need and amplify across digital platforms
- Drove growth through result-oriented networking and market outreach that helped rebuild the base of lost clients
- Developed and implemented successful strategies by building emerging markets for revenue and market expansion
- Awarded with a trophy for being "Best Performer 2019" in non-metro market

### Sep'2011 to Sep'2015: ABP Pvt. Ltd., Kolkata as Assistant Manager- Dailies

### Significant Highlights

- Managed display advertising revenue from national key accounts like Hyundai, LG, SBI etc coordinating with regional head office.
- Ideated customised BTL initiative leveraging ATL reach of Ananda Bazar Patrika (No. 1 Bengali Dailies) & The Telegraph (No. 1 English daily in Eastern region) property as ABP Auto Expo as well as Tanishq with ABP Pujo Parikrama.
- Steered efforts in collaboration with the team in surpassing business goals and formulating plans for development/ management
- Consistent efforts were recognised and appreciated for Outstanding Performance in target achievements
- Strengthened day-to-day partner relationships, administered joint marketing funds and secured program approvals; strategically managed existing partners, mapped new opportunities & consistently harvest additional value
- Pivotal in reviewing and interpreting the competition after in-depth analysis of market information to fine-tune the marketing strategies and escalate business volumes. Developed new media-based products such as special reports and forum

### May'2007 to Sep'2011: Bennett Coleman & Co. Ltd. (The Times of India) Kolkata

Career Progression



Joined as Senior Officer



Promoted as Assistant Manager in Apr'2010

### Significant Highlights

- Managed display advertising business from the following verticals **FMCG/ Durable/ Automobile Industry and Financial (Banking and No banking financial institutions)**
- Responsible for **special projects as "Eastern Business Review"**
- Successfully **developed new and viable advertising prospects for Kolkata market**; developed **innovative touch points for the brand** to create the advertising demand
- Instrumental in **introducing new ideas and strategies to demonstrate business verticals** to achieve the exponential growth; **augmented IT solutions to advertisers**

**Commenced career from Aug'2004 to May'2007 with Business Standard Ltd., Kolkata as Executive Key Account Manager.** Managed all form of advertising network business from Govt./ PSUs and Corporate clients based out in the following markets- North Bengal and South Bengal, Bihar, Jharkhand, Meghalaya. Spearheaded a team of two business associates in Bihar and Meghalaya market.

Date of Birth: ~ Languages Known: ~ Hobbies: