
PROFIT CENTRE OPERATIONS ~ BUSINESS DEVELOPMENT

Strategic Marketing/Sales	Profit Centre Operations	Advertising/Cost Control	Corporate Planning
Business Analysis/Development	P&L/ROI Accountability	Revenue Maximization	Budgeting/MIS
Cross Functional Coordination	Key Account Management	Market Intelligence	Team Management
Client Relations Management	Marketing Communications	Negotiation Skills	Analytical Skills

15+ years' rich experience in delivering optimal results & business value in high-growth environments. Key competencies in corporate planning, marketing strategy, revenue maximization, resources management, financial and administrative control in an increasingly competitive environment. Proven capabilities in designing innovative marketing strategies to generate desired resonance across potential market segments. Innate strengths in identifying & developing potential accounts and retaining their business association. Strategic marketer with a keen business acumen in analyzing and understanding business requirements, customer-value maximization and developing new business and revenue streams.

Resourceful and competent to create win-win relationship with Corporate Client and Customers through excellent coordination/negotiation skills for repeat/referral business. A decisive leader with excellent ability to coordinate with different people at one time under difficult situations and the ability to bring out the best in others while creating a healthy and friendly work environment, thus enhancing operational efficiency. Core strengths in building relationships with key decision makers, seizing control of critical problem areas and delivering on customer commitments.

Visionary leadership in assessing client needs, and strategically positioning programs aligned with customer and market needs/projections. Highly skillful in driving high-value revenue and profit plans, large scale cost savings, building prolific strategic alliances to position organization for long-term profitability and enhanced productivity and performance. Exceptional communication, presentation & interpersonal skills with proficiency at grasping new concepts quickly and utilizing the same in a productive manner. Result driven and focused with immaculate work habits, man-management, time management and leadership skills; computer literate.

CAREER ACCOMPLISHMENTS

Pivotal in sales revenue augmentation by 7% in the year 2009 as compared to that in the year 2008 and grown sales by an average of 15% YoY. Having credential of establishing a foreign office in Argentina and managing it, devising strategies that resulted into enhancing profitability within the Spanish services category by 30%. Played pivotal role in developing and spearheading the company's first web service tool, Recap'd. Planned and conceptualized various strategies to achieve business goals aimed towards the growth in business volumes as well as profitability while analyzing cost effectiveness and competitor's strategies and proceedings.

Credited for efficient business development and client management resulting in agency billable increasing by over 75% from 2002 to 2004. Holds distinction of serving as producer and creative director on a wide variety of projects, including print, interactive banner, outdoor, CD/DVD design, and web design projects for clients viz.

- Bagged accolades for increasing client base by over 200% with the addition of new clients viz. BET, Startec Global Communications, Interact Accessories, Prometric and Robbins Gioia (Total monetary value brought to the company represented in excess of \$15MM in billable).....

Entrusted with the onus of managing accounts representing over \$12MM in yearly billings, including CSC, BT, Concert and SAIC. Having credential of being specifically requested by CSC to work on their account when the account was won by JWT. Won "Extra Mile" award twice for superior client service.....

- Nominated as part of the first team involved with the expansion of Monsterboard.com (Monster.com) through aggressive up-selling to existing client base.....
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BUSINESS EXPERIENCE

[REDACTED]	National Director - Sales & Marketing	[REDACTED]
[REDACTED]	Marketing Consultant	[REDACTED]
[REDACTED]	Director - Sales & Client Services	May 2001 – May 2005
[REDACTED]	Director - Business Development	Apr 1999 – Jan 2001
[REDACTED]	Senior Account Executive	Mar 1997 – Apr 1999
[REDACTED]	Account Executive	Jun 1995 – Mar 1997

MAJOR AREAS OF RESPONSIBILITIES

- Accomplished responsibility for developing and monitoring all marketing communications and business development initiatives related to broadcast, cable, print and web media platforms.



- Closely monitored expansion of production facilities into Mexico.
- Instrumental in managing and deploying marketing & advertising multi-platform campaigns and proposals specifically targeting the Latino community for a variety of clients, including [REDACTED]
- Proficiently managed the day-to-day operations of Tangerine Studios production and design teams, including writers, marketers, producers and editors.
- Shouldered the responsibility as Development Lead and Contract Negotiator with all major clients and vendors, including in-house marketing groups/end clients and ad agencies.
- Dexterously served as Production Supervisor for national and regional television spots for clients' viz. the US Telecom Association and Visa.
- Geared the activities for generating leads on prospective business via networking, developing relationships and participating in industry events related to interactive media.
- Initiated turnaround efforts for nurturing relationships with new clients, potential partner agencies, media outlets and technology providers, including the development of various revenue-share models.
- Meticulously identified specific industries and practice areas that best align with the agency's business goals.
- Devised effective strategies for identifying and targeting industry specific trade shows, conferences, and events for participation.
- Interfaced & coordinated with creative and media departments to provide strategic recommendations for outdoor, radio, print, online and various corporate marketing communications campaigns with major focus on development of collateral materials.
- Proactively participated in proposals and RFP's related to invitations to pitch.
- Visited Texas, Connecticut, California, Maine and Michigan quarterly to interact with clients and assess needs to build on-going strategies.

- Drove the efforts for providing client service, ad placement, media planning and market research to various clients, including CSC, Freddie Mac, Virginia Power, AMS, Emery Worldwide, Digex, NationsBank and Circuit City.
 - Key player in analysis, development, and implementation of strategic business plans & policies, ensuring organizational growth, targeting maximum profitability & cost effectiveness.
 - Strived to put across the brand message effectively by planning & carrying out the right brand communiqué. Created & put into practice innovative business strategies to improve the product awareness and ensure enhanced brand visibility.
 - Reviewed existing systems & procedures and designed internal controls/quality audit checks for various operational areas for achieving higher operational efficiency, resource rationalization and cost reduction.
 - Organized various training sessions for the team to enhance their performance.
 - Conducted 'SWOT' analysis and utilized findings for designing customized strategies to enhance customer services.
 - Designed & executed promotional plans to ensure cost effective reach to the targeted audience group. Created informative & promotional literature on products practices.
 - Set high standards of customer service to rope in fresh customers while retaining the existing ones protecting company's interest at all times.
 - Pioneered customer relationship program execution for corporate clients in association with service counterparts.
 - Evolved innovative strategies and judiciously mobilized and managed resources to put the company on the path of growth and profitability.
 - Defined business mission and performance standards across all functional areas and periodically reviewed performance with deft application of concurrent management audit procedures.
 - Liaised & coordinated with the design department on brand promotion activities. Ensured corporate & product communication matches brand positioning.
 - Studied existing systems and processes and conducted gap analysis to recommend befitting solutions within available budgetary resources.
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I.T. SKILLS

- MS Office Suite
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Languages Known: English and Spanish