

Work Experience		
Times Innovative Media Ltd (Bennett Coleman & Co. Ltd)	(Manager – Corporate Region – West) – Mumbai	(June 2024 - Present)
1. Manager – Corporate Region West - Successfully drove revenue growth by over 14 Crores over a 12-month period by implementing strategic initiatives that directly impacted the bottom line with positive feedback from clients - Managing all OOH Media (Digital, Static, Promotions and Activations) for 9 International Airports, and additional assets while generating a monthly average of 80 lakhs in revenue - Partnered with media planners, buyers, and activation agencies to deliver innovative, customized marketing communication solutions. - Ensuring seamless execution of variety of campaigns by effective planning & timely coordination with multiple verticals - Recognized for 148% target achievement in October 2024, generating ₹1.53 Crore in monthly revenue. 2. Projects – “Automated Proposal Generation” - Analyzed existing proposal process, documented requirements, and identified gaps and proposed the project with real-time availability checks, reducing TAT and errors while improving client responsiveness and sales efficiency. Designed and implemented a system with real-time media availability checks, reducing turnaround time (TAT), minimizing errors, and improving client responsiveness. - Supported requirement gathering, stakeholder management, and UAT for system enhancements, ensuring alignment with business objectives. Increased sales conversion rates by delivering accurate, customized proposals, aligned with client requirements. 3. Projects – “Automated Lead Management” - Gathered requirements and mapped workflows to digitize lead intake and allocation, reducing lead conversion TAT and improving sales productivity. - Achieved a 15% revenue impact by increasing lead conversions and enabling data-backed decision-making. - Provided real-time lead visibility across teams by developing dashboards, streamlining cross-functional collaboration and accelerating the sales cycle.		

Educational Qualifications			
Qualification	Institute	Year of passing	CGPA
PGDM - Marketing	Indian Institute of Management Visakhapatnam	2024	2.52/4
B.E. in Electronics and Telecommunication	Pune Institute of Computer Technology, Pune	2020	7.35/10

Major Expertise
Key Account Management; OOH Media Mapping; Media Placement; Key Account Acquisition & Retention; B2B Sales; Salesforce; Microsoft Excel; Microsoft PowerPoint, Campaign execution, Critical thinking

Summer Internship		
Sodexo	Analysis of the compliance	2 months (April & May, 2023)
- Designed a model to keep track of compliance-related issues for licenses across Sodexo's 100+ sites throughout India, by presenting it in the form of a dashboard for management. - The dashboard included reports on license expiry, compliance status, and expiry date of documents. The model also had a feature to set up alert notifications for license renewals.		

Other Projects
IT Infrastructure Analysis for Aji Bio-Pharma Services - Analyzed ABPS's IT infrastructure, identifying challenges and competitive advantages. Recommended implementing a centralized database and analytics tools to optimize Pharma 4.0 operations using IoT-based processes. Car Insurance Data Analysis - Designed dashboards using Power BI and Tableau to analyze consumer behavior in car insurance claims by income, age, and profession. Identified critical issues and provided actionable solutions to enhance customer retention and streamline operations.

Other Professional Qualifications/ Certifications
Social Media Marketing: Strategy and Optimization, Business Analyst Management, Fundamentals of Digital Marketing, Lean Six Sigma Methodology, Python for ML, Excel skills for business

Position of Responsibility
- Campus Head, HRidaya – managed the team of campus ambassadors attending the event, 2023 - Blood Donation Camp Volunteer – Ministry of Health and Family Welfare, 2022