

MANU RASTOGI

PROFESSIONAL SKILLS

- Media Marketing
- Space Selling
- Client Servicing
- ATL & BTL media servicing
- Ideation, Conceptualization and Strategy making for successful execution of campaign.
- Retail marketing & management
- Corporate & Govt. Events, Dealer meets, and exhibitions.
- Rural marketing ,activations
- Advertising and Digital media sales
- Road shows and IPO launchings in NSE and BSE

PERSONAL SKILLS

- Team Handling
- Research and monitoring
- Organized and dedicated towards work
- Negotiation Skills
- Experience of working in various media platforms.
- Posses good vocal skills and customer interaction skills

AWARDS & ACCOLADES

Awarded best employee of the Quarter (Jan 15- Mar 15)

PROFESSIONAL QUALIFICATION

MBA in marketing and finance from UPTU in 2009.

PERSONAL DETAILS

Address- 74-B, 1st Floor, Metro Apartments, Pocket- A-5, Sector-71, Noida-201301

Mobile-9999579686

Marital Status- Married

Languages- English & Hindi

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Linkedin-

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PROFILE-A result oriented marketing professional having a rich and varied experience of more than a decade in retail activations and management for both Urban and rural markets, OOH media management & space selling, advertising and media sales and Client servicing across various industry verticals.

INDUSTRY EXPERIENCE-

1. Client Servicing Manager in Lastmile Solutions India Pvt. Ltd. (A Concept Communication Ltd. Group Company) From March 2021 till Present.

As a client servicing manager I was responsible for servicing and pitching the new as well as existing clients for the following-

- Events, Expos and Exhibitions.
- Retail Branding and Visibility Solutions,
- BTL activations and On-ground promotions in Both Rural and Urban market,
- Interior and Infra Projects.

Handled Clients from both Delhi and Mumbai Office.

Deals Closed For-

Retail Branding & Visibility works- Mother Dairy, Nandan Petrochem Ltd., Fena (P) Ltd., Merchandise Items and Arch Gates in Haridwar Mahakumbh-2021, Dabur India Ltd., Welcome gates and selfie points in Cuttack Bali yatra-2022.

Events and Expos- SAH Polymers Ltd.- NSE Listing Event, Dept. Of Tourism-Maharashtra Mahadurg Festival in Junnar, Azadi Ka Amrit Mahotsav for Dept. of Investment and Public Asset Management (Min. Of Finance), Indore Municipal Corporation- NSE Listing Event, Water Projection and Laser Show in Cuttack Bali Yatra 2022 .

Made Stall **for Nandan Petrochem Ltd.** In ELECRAMA Expo in Gr. Noida.

BTL Activation & On-ground Promotion-Promoter based Activity for Fena in Punjab, U-Grow capital Van & promoter Activation in Baroda

Dealer meets- Mahindra & Mahindra Jivo Tractor Dealer Meet & New Product Launch.

Interior and Infra Works- Capriglobal Gold Loans Karol Bagh Branch, New Delhi.

2. Marketing manager in Green TV India from Nov-2019 till June-2020

Green TV India is India's first rural lifestyle online channel which covers all aspects of rural lifestyle of the country and the related topics.

Roles and Responsibilities-

- As the marketing Manager I was responsible for the online promotions and bringing the clients for on-ground promotions and other BTL -Activities.
- Company had their video filming & production house also along with creative wing named as Nomad Films Ltd.
- For Nomad Films we were responsible to pitch the company's show-reel to the clients for making and production of the ad-films in Delhi-NCR market.

- We used to participate in various agri-melas all across the nation and shoot the entire coverage along with the production and marketing team.
- I used to take care of marketing and promotion of Green TV with various participants in the agricultural fairs as our most of the clients were from agro-based industries.
- We also undertook various government projects related to health, hygiene and sanitation, farmers upliftment, women empowerment, rural education and had made short films for DAVP based projects.

2. Manager-Client Servicing in Vritti Solutions Ltd. from February-2018 till October-2019

Vritti Solutions Ltd. is an organization that has a network of **digital audio video media** in more than **450** bus stations across **7 states in India**. Also they are into BTL activations and on-ground promotions. Their main focus was on rural marketing.

Roles and Responsibilities-

- Taking care of entire media campaign right from the property pitching to the proper and successful execution of campaign along with the proof submissions.
- Responsible for revenue generations by selling of OOH media property that company possessed in bus stations across 7 states in India.
- We took care of BTL activations and rural marketing part of the company.
- Understanding the rural marketing needs of the clients and accordingly strategize, make plan and execute it for the achievement of clients' objective and generate best ROI from the same
- Bringing the clients for various BTL and engagement activities in Yatras, melas held throughout India in both rural and urban areas (eg- Kumbh Mela, Pandarpur Yatra, Khatu Shyam, Chitrakoot Mela etc.)
- Proper monitoring of all the activities along with their timely execution.

Deals Closed- Fena (P) Ltd., Dhanuka Agritech Ltd., Dabur , Orient Electric, AIC of India Ltd.(Agriculture Insurance Corporation Of India), Insecticides India Ltd.

3. Business Development Manager in Planet Advertising Pvt. Ltd from November 2016 till January 2018.

Planet Advertising is a Delhi based OOH which is more than 2 decades old organization and has its OOH sites in Delhi, Jabalpur and Bhopal. In total we had more than 150 sites in all.

Roles and Responsibilities

- Responsible for pitching the company's available properties with corporate clients, media agencies and retail as well.
- Responsible for business development and procuring the campaigns from DAVP for all governmental campaigns.
- Keeping check on release of all media campaigns from DAVP.
- Taking care of new media registrations of the company's available sites under DAVP empanelment.
- Taking care of billing and entire followup of the payment (Past and Present) .

Deals Closed- Campus shoes, AMB Builders, Omega Watches, Ghoomar Bridal Studio, Central Bank of India, Mankind Pharma.

DAVP Campaigns-Saubhagya Yojna, Ujjawala Yojana, PCRA Campaign (Ministry of Petroleum)

4. Sr. Executive- Ad Sales and Marketing in Life Positive Magazines (Both English and Hindi) & also took care of events and expos conducted by Life Positive Foundation, New Delhi since September-2014 till October-2016.

Roles and Responsibilities-

- Responsible for the brand awareness of my magazines in Corporate sector, Public Sector(Both in Central Government, State Government and PSU's) & also extracting businesses from them.
- Bringing up the clients for stalls and other branding & promotional activities in the event & expo held by LIFE POSITIVE FOUNDATION.

Deals Closed- LIC of India, PNB, Central Bank Of India, SBL Homeopathy, NTPC, Powergrid, Vijaya Bank from Head Office, PTC India Finance Ltd., Power Finance Corporation, Andhra Bank Zonal Office, Steel Authority of India Ltd. (SAIL), Baksons Homeopathy, Oriental Insurance, Indian Oil, Gas Authority Of India Ltd. (GAIL), Hamdard, Patanjali-Haridwar, PCRA and other retail clients.

5. Dakshin Bharat Rashtramat- The preferred Hindi Daily of South India from **November -2011 till September 2014** at different designations and locations.

For Delhi Location I worked as the company's sole representative for Dakshin Bharat-Rashtramat.

Roles and Responsibilities-

- Taking care of entire clients of Delhi- NCR region.
- Maintaining & building relations with the corporate clients, Media and ad-agencies, PSU Clients, & other state & Central Government Clients.
- Creating brand awareness of my product i.e my newspaper with the clients located in Delhi-NCR market & also responsible for extracting the business from these clients directly or via agencies.

Deals Closed- Indian Railways, BJP Election Campaign 2014, Congress Election campaign 2014, RITES, Powergrid.

For Bangalore & Chennai locations I worked as Senior Executive from November 2011 to August 2013.

Roles and Responsibilities-

- Maintaining and building relations with all the media and ad agencies, corporate clients, PSU Clients, State government and Central government clients.
- Creating brand awareness of my newspaper with all the clients located in entire South India and was also responsible for extracting the businesses from the clients directly or via agencies.

Deals Closed- Tata Motors, Mahindra & Mahindra, Maruti Suzuki, Canara Bank, BHEL, Hindustan Aeronautics Ltd., SBI, State Bank of Mysore, Union Bank of India, Syndicate Bank, Indian Bank, Sobha Developers, BMTTC, Wipro Consumer Care and Lighting , Central Silk Board, Shahwar Nissan- Nissan Dealer, Advait Hyundai- Hyundai Dealer and many more.

Meanwhile I have been interacting with all the prominent ad- agencies and media agencies of North and South India both who dealt in print media buying and planning, OOH Media buying and planning and many more.

EXTRA CURRICULAR ACTIVITIES-

- Won bronze medal in long jump at inter-school athletic level.
- Active participations in sports and athletic events held by college and district level.

DATE

PLACE

MANU RASTOGI