



Mahesh Kumar

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CAREER OBJECTIVE: -

I intend to build a career with leading corporate of hi-tech world that provides an environment for learning, growing & improving my technical skills. To get an opportunity where I can make the best of my potential and contribute to the organization's growth and get a great platform to increasing professional experience.

CAREER SUMMARY: -

- I have more than 7 years' work experience in various fields which includes online Sales & marketing, B2b sales, Business Development, client handling, customer support management, team management and data Analyst.
- I have good knowledge of 360 degree online and offline marketing. I worked on various online projects like Political campaigns, Brand promotions, Application promotions and performance marketing projects.
- I have good knowledge and work experience in customer service, support and sales profiles.
- I have strong analytical and team building skills. I am a quick learner and have good leadership quality. I have corporate exposure in business development, customer support and sales profile.

WORK EXPERINCE: -

• Digipublicity Private Limited (Head of Business Development – Gurgaon, Haryana, June 2021 – Feb 2023)

Role: -

- I was working as a Head of Business Development at Digipublicity Pvt Ltd based in Gurgaon. I was handling the Online marketing (branding, Promotion, Sales) and Performance Marketing campaigns on various models like CPL, CPI, CPA, CPS, CPR.

- Responsible to On-boarded direct brands for app and web campaigns. Also Provided account planning and strategic support to key clients.
- I was Working on Arbitrage google AdSense marketing promotion on high scale.
- Identify the new business opportunities for web and app campaigns. Responsible to build relationship between Advertisers and Publishers.
- Also used to handle the client support, Dashboard management, and sales part for company.
- Good knowledge of MS Office works, Various Marketing tools and google docs.
- Working on Google AdSense, AdWords, various type of Programmatic dashboard.
- Responsible to promote campaigns on all type of social media and YouTube platforms.

● **Digiads Global (Business Development Manager) – Delhi, July 2018 – May 2021)**

Role: -

- I joined as a sales executive in Digiads Global. I used to search and on board the new clients for the company. My work was to get promotion budget from clients and share the budget to delivery team.
- I used to Meet sales target for the company's growth. Negotiated pricing and contract terms.
- I used to Set up in-person meetings with the key clients/agencies on regular basis to identify their advertising requirements.
- Promoted as a Business Development manager. I was handling both demand and delivery side.

● **Filly Media Solutions Pvt Ltd (Business Development Executive) – Gurgaon, Dec 2017 – June 2018)**

Role: -

- I joined the company as business development executive. I used to work on various campaign models such as CPA, CPI, CPR, CPT, CPL, CPS, CPV, VAS and Smart links.
- My work was Integration of ad campaigns on different tracking platforms and search the publishers for campaign delivery.
- I used to Work on various fraud tools for better optimisation of ad campaigns.
- Used to arrange the meetings with advertisers and publishers and convince them to work with our company.

● **Fidelity Information Services (Customer Service Representative) – Gurgaon, Oct 2016 – Nov 2017)**

Role: -

- I used to work as a Customer service representative in FIS. I used to work for our US and Canada based Beach Body health nutrition drink brand.
- My work was to handle the emails, chat and calls of our existing customers and provide the better solutions regarding their orders and requests.

● **Intelnet Global Pvt Ltd named as SERCO (Data Analyst) – Gurgaon, Aug 2015 – July 2016)**

Role: -

- I used to work in Google Process name as Google online Shopping portal. I was working as a Data Analyst.
- I worked on Google online shopping portal where my work was to analyze the online products details and placed in their respective categories. I used to work for Google at Google office Gurgaon on payroll of Serco.

TECHNICAL SKILLS: -

- Product Sales and Marketing skills
- Customer support and client's handling skills
- Electrical Machines and Solar panel knowledge
- Microsoft Office knowledge
- Good Computer Knowledge
- Email, SMS, Social media, affiliate marketing skills

EDUCTATIONAL QUALIFICATIONS: -

EXAMINATION	UNIVERSITY/BOARD	COLLEGE/SCHOOL	YEAR	PERCANTAGE
M.B.A. (Marketing Management)	IIME, Delhi	Integrated Institute of Management & Engineering, Delhi	2015-17	B+ Grade
B.Tech. (Electrical Engineering)	R.T.U.	Poornima Institute Of Engineering & Technology, Jaipur	2011-14	67.95%

3 Year's Diploma (Electrical Engineering)	B.T.E.R.	Vidya Bhawan Polytechnic College, Udaipur	2008-11	61.29%
10th	R.B.S.E.	Govt Sen. Sec. School, Lakheri, Dist - Bundi	2006	66.17%

HOBBIES: -

Internet Surfing, cooking, do workout, Playing Cricket & Table-Tennis.

PERSONAL DETAILS: -

- Father's name – Mr. Om Prakash
- Date of Birth - 10th Aug. 1990
- Marital Status – Married
- Languages – English, Hindi & Regional Language
- Permanent Address - Flat no. 198, A block, Bhadana Housing Society, Rangpur Road, District – Kota 324002, (Rajasthan)

DECLARATION: -

I hereby declare that all the information given above is correct to the best of my knowledge and belief.

Date:

Place – KOTA

MAHESH KUMAR