

VIKAS KAMBOJ



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MEDIA AD SALES PROFESSIONAL

(TARGET SECTORS: FMCG / MANUFACTURING / MEDIA / REAL ESTATE / CEMENT / RETAIL / STEEL)

Seeking challenging roles as a ASM / RSM / TL / Manager / Category Head with reputed companies based in the Indian Metros or other Indian Cities

PROFILE SYNOPSIS

- ➔ **An astute, diligent, and results-driven professional** offering a lucrative experience of **12+ years** across a wide spectrum of Ad Sales Planning and Implementation for reputed media houses in North India
- ➔ Efficient in managing the profitable category of ad sales with daily revenue generation, defining areas of strategy, planning in day-to-day business operation development and implementation of various daily business plans, and devising marketing communication strategies
- ➔ Proficient in planning and implementing annual plans for ad sales from clients with maximization of business from existing clients, developing new clients via negotiations on rates, market share, and volume for finalizing annual deal, and analyzing monthly and quarterly targets with the agencies as well as clients
- ➔ Effective in serving categories like Automobile, Electronics, Consumer Durables, IT, Lifestyle Customers, Manufacturing, and FMCG, interacting with advertising agencies, maintaining PR, conducting influential marketing campaigns, and attaining revenue targets
- ➔ Characterized as a self-motivated, adaptable, sociable, honest, and flexible individual, with a positive attitude, a convincing ability, and prompt decision-making etiquettes

CORE COMPETENCIES

<i>Brand Management</i>	<i>Business Planning</i>	<i>Decision-Making</i>
<i>Business Development</i>	<i>Sales & Marketing Management</i>	<i>Public Speaking</i>
<i>Strategic Planning</i>	<i>Team Management</i>	<i>Negotiations</i>
<i>Market Research & Strategy</i>	<i>Client Negotiations</i>	<i>Emotional Intelligence</i>
<i>New Business Development</i>	<i>Client Retention</i>	<i>Team Work</i>

CAREER ABRIDGEMENT

DAINIK BHASKAR, Sonipat and Chandigarh, India

Category Head – Ad Sales: May 2019 to Aug 2020 (1 Yr. 3 Mths.)

Key Deliverables:

- ◆ Managed the profitable category of ad sales with daily revenue generation from Tricity Chandigarh
- ◆ Defined areas of strategy and planning in day-to-day business operation development and implementation of various daily business plans
- ◆ Planned and implemented annual plans for ad sales from Tricity Chandigarh clients with maximization of business from existing clients
- ◆ Developed new clients via negotiations on rates, market share, and volume for finalizing annual deal and analyzed monthly and quarterly targets with the agencies as well as clients
- ◆ Served categories like Automobile, Electronics, Consumer Durables, IT, Lifestyle Customers, Manufacturing, and FMCG
- ◆ Interacted with the advertising agency and maintained PR with them

Highlights:

- ◆ *Ensured 100% online operations for the ad sales category*
- ◆ *Contributed towards the publishing of 2 supplements per week as compared to 1 supplement from competitors*
- ◆ *Succeeded in managing an INR 5 Cr. budgeted target and achieved the scheduled project goals*
- ◆ *Developed and implemented new marketing and sales plan and defined the strategy for upcoming future*

DAINIK JAGRAN, Ludhiana, Yamunanagar, and Karnal, India

Senior Marketing Executive – Advertisement/Executive: Dec 2008 – Apr 2019 (10 Yrs. 4 Mths.)

Key Deliverables:

- ♦ Managed a large number of clients across verticals like Auto, Electronics, Education Institutes, Industries and Government
- ♦ Piloted advertisement marketing functions, along with accounts handling and receivables management operations
- ♦ Monitored client retention process and associated communications
- ♦ Conducted influential marketing campaigns to accomplish revenue targets, identified target markets, worked with insight and market research to develop content and campaign planning
- ♦ Planned marketing communication strategies to meet highest priorities and liaised with all members of the campaign team to ensure effective and efficient delivery
- ♦ Analyzed results of overall marketing activities, led marketing projects via cross-functional and cross-departmental teams, and ensure matching of the product or service with brand positioning
- ♦ Met deadlines and effectively managed budgets, monitored competitor activities, and undertook proactive steps to develop organizational marketing and design expertise

Highlights:

- ♦ *Reviewed constantly the customer feedback and suggested measures to improve the processes and customer service levels to increase the volume*
- ♦ *Involved in a special feature in Ludhiana Yamunanagar Karnal in Dainik Jagran pull out along with the main edition, with first time introduction of the glaze pullout magazine in supplement at various districts*
- ♦ *Conducted Retail Guru in Karnal generating INR 1.50 Cr. revenue within 3 days*
- ♦ *Organized Retail Guru twice and the SME (Small Medium Entrepreneur) Program once for collecting revenue in Karnal*
- ♦ *Handled additional responsibility of events on the special day while generating revenue*

PRIOR EXPERIENCE

DAINIK BHASKAR, Ludhiana, India

Marketing Executive – Ad Sales: Jun 2008 – Nov 2008 (6 Mths.)

- ♦ Managed a large number of clients across verticals like Automobile and Electronics
- ♦ Supported the Engagement and Communications teams by executing the most effective marketing and communication plans

EDUCATIONAL CREDENTIALS

- ➔ **MBA in Marketing** | ICFAI National College, Yamunanagar, India | 2008
- ➔ **B.Sc.** | Kurukshetra University, Kurukshetra, India | 2007

Technical Purview:

- ➔ MS Office
- ➔ Internet

EXTRAMURAL ENGAGEMENTS

- ➔ Attending daily Business Meetings with New Clients
- ➔ Participated actively in Group Discussions and Seminars during college years

PERSONAL DOSSIER

Date of Birth: 23rd February 1984 | **Languages Known:** English, Hindi, and Punjabi | **Nationality:** Indian |

Interests: Reading Newspaper, Traveling, Playing Cricket, and Watching TV |

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