

ULLAS P.V

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OBJECTIVES

A Position with stable Career Growth in a progressive organization, who will use my skills, abilities and Experience to put them into effective productivity, which in turn will promote and benefit the organization without fail through performance-based-growth.

CONCISE HISTORY

Was able to effectively executive and implement Television and Print Media sales & marketing activities. Experienced in various platforms for initiating sales strategies for Media Marketing and sales - (ATL, BTL), was accountable to bring in segment branding in Jeevan TV, and was awarded, best marketing performer of the channel.

EDUCATION & COMPUTER KNOWLEDGE

- M.A - Philosophy-M.K.U-Tamil Nadu.
- B.A. - M.G. University Kerala
- ETP - In Hotel Management.
- Operating System - Windows Application software. Office Automation, Internet

CAREER CHRONICLE

- Presently working : As Chief Marketing Time Frame Media- Consulting Agency.
- MARK MEDIA : July 15, 2008 to April 12th 2010 as Chief-Marketing.
- JEEVAN TV : Jan 2004 - July 2008. Regional Manager -KRL Mum,BGLR,TN.
- M.E.T : February 2003 to October 2003- Senior Marketing Exe.
- JEEVAN TV : August 2002 to February 2003- Mktg Executive (Kerala).

GENERAL JOB PROFILE WITH MEDIA AND CORE COMPETENCY AREAS

To provide strategic inputs and bring in core business for media sales, Responsible for Team Handling, coordination, account servicing and Media Planning.

- Branch management, client pitching, service and sales.
- Slot, Spot buying and inventory planning for the clients.
- Evaluate existing marketing consequences and provide further recommendations for improving maximum sales revenue for the organization.
- Create Annual as well as split Ad Media plans.
- Build up a long term relationship with the existing as well as new clients through dynamic Advertising and media sales strategy.
- Closely work with the Head Office in planning and executing.
- Responsible towards building up a dynamic and successful sales team. Inter and state office communication.
- Constant client and agency follow ups.
- National client service and coordination.
- Brand building process, Sales and Marketing – (Time & Space) for corporate clients towards Print, TV, Web site, FaceBook and SEO.
- Plan, deliver and Monitor Advertising objectives for the clients assigned in Kerala/National towards TV campaigns and other ATL /BTL Verticals.
- Plan and implement strategies for bringing maximum Ad revenue.
- Locating potential business/ Ad partners for a long term business relation in terms of advertisement campaign.
- Event concept planning and Marketing.
- Closely coordinating with the H.O in all Marketing process, Operations & Involve in overall Recruitment for Marketing Department.
- Understand client objectives and positively contribute to develop innovative media campaigns for effective brand awareness.
- Manage new accounts in assigned territory; undertake focused efforts in both business development and maintaining relationships with new and existing clients for a long term beneficial association.

PERSONAL STRENGTHS

- Have Positive approach to work in any Corporate Atmosphere across the Nation.
- Confident and Fervent.
- Quick to respond and a go-getter.
- Innovative strategies planner and performer.
- Self-motivated, Strong team player with result oriented approach, Optimistic and Dedicated towards the work and Organization.

PERSONAL INFORMATION

Fathers Name : Sri. P.K.Vijayan
Sex : Male
Date of birth : 4-4-1975
Marital Status : Married
Location preferred to work : willing to take responsibility of South India/Pan India
Languages Known : **English, Malayalam, Hindi, Kannada & Tamil**
Hobbies : Reading, Swimming, Traveling, Music.

DECLARATION

I hereby declare that all the above statements made in this C.V are true, complete and correct to the best of my knowledge and belief.

References: On request

Ullas