

Vaisakh Viswanathan

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AREA OF EXPERTISE

Marketing & Sales

Brand & Events Marketing

Advertising

Client Servicing

Strategic Planning

Marketing Research

CSR & Brand Promotions

B 2 B and B 2 C.

Digital Marketing

PPC and SEO campaign

Social Media Marketing & Analytics

PROFESSIONAL

Master of Business Administration – Marketing

PERSONAL DETAILS

Vaisakh Viswanathan
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Linguistics: English, Hindi,
Tamil, Malayalam

DOB: 12-02-1985
Driving licence: Yes
Nationality: Indian

PROFILE SUMMARY

A highly capable marketing manager with more than **12 years experience** in **Brand Marketing, Advertising, Marketing & Sales, Event Marketing and Business Development** in a reputed media conglomerate, **seeking to leverage proven leadership and strategy skills to grow revenue** at reputed establishments. Met 150% of revenue goal and led 5 cross functional marketing team to 25% efficiency improvement.

WORK EXPERIENCE

Sales Manager – TSS Advertising Company, Dammam, Saudi Arabia from January 2020 to present

DUTIES

- Brand marketing - delivery of high quality services to support customer's business needs
- Advertising and Brand building of prominent MNC clientele in GCC, APAC & EMEA countries.
- Meeting Sales Targets
- Business development by exploring new geographies.
- Event management and marketing for business promotions of company and clients.
- Skilled in conducting competitor analysis to study market trends / competitor.
- Developing, executing Social Media campaign and optimization of digital channel
- Online campaigns, website, use of digital/social media & Analytics tool
- Atl and Btl campaigns, Exhibitions, Road shows
- Developing executing and delivering print, visual and digital media strategy
- Training and motivation of team members and junior staff to exceptional performance

Marketing Manager - Mathrubhumi Media Group, Bangalore from August 2010 to December 2019

DUTIES

- Brand marketing - delivery of high quality services to support customer's business needs
- Business development by appointing new franchise, exploring new geographies.
- Event management and marketing for business promotions of company and clients.
- Skilled in conducting competitor analysis to study market trends / competitor for 5 verticals.
- Developing, executing Social Media campaign and optimization of digital channel
- Online campaigns, website, use of digital/social media & Analytics tool
- Atl and Btl campaigns, Exhibitions, Road shows
- Developing executing and delivering print, visual and digital media strategy
- Training and motivation of team members and junior staff to exceptional performance
- Coordination with external stake holders, Government department for company projects
- Developing and implementing CSR projects of the company.

Assistant Marketing Manager – Malabar Weaving Pvt Ltd from April 2009 to July 2010

DUTIES

- Enhancing market penetration, business volumes
- Accelerating growth by direct selling & project selling activities
- Abilities in team management and customer relationship management
- Prudent, disciplined & self-motivated with excellent planning, communication & leadership
- Possess effective communication, interpersonal, problem solving and negotiation skills
- Ability to coordinate with clients for the requirement of appropriate product line
- Motivating and Training the Executives

Marketing Executive – H.R Consultancy from April 2006 to June 2007

DUTIES

- Achieving targeted revenue
- Business development – Tele calling
- Data Analysis

SKILLS

- Atex
- Quark Express
- Acrobat
- Office Packages(Microsoft)
- MS Access

CORE COMPETENCIES

- Handling planning, operations & analysis for assessment of revenue potential in business
- Ideation & execution of major events relating to the Brand promotions
- Social Media Marketing: Campaigns & Analytics
- Digital marketing – SEO, Social media -Marketing & Analytics
- Generating business from existing accounts and achieving profitability & sales growth
- Building healthy business relations with major clients

EDUCATION

MBA in Marketing Management from CBM College of Management:2009

Bachelor of Commerce (B.Com) of Marketing Commerce from Calicut Universty:2006