

## Curriculum Vitae

### **Jitendra Pandey**

**Address**-554 KHA/106 KA, Visheshwar Nagar,

Alambagh, Lucknow. U.P.-226005

Mobile: +91 – 9935885828, 7007623265

E-mail: [jitendrapandey87@gmail.com](mailto:jitendrapandey87@gmail.com)

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## **ASPIRING MARKETING & ADVERTISEMENT INDUSTRY PROFESSIONAL**

*Seeking a challenging and rewarding position across the industry*

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### **Career Objective:**

To work in a challenging and competitive environment, improve my managerial skills and to develop a career in management by understanding its intangibility and importance in an organization where I can use my competence and knowledge.

**Work Experience:** **Total Work Experience - 9 Years +**

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**Presently Working** with Fever FM Radio (A unit of HT Media Ltd.)

### **1: FEVER FM 104 - Hindustan Times Media Limited, (Lucknow)**

Department	-Sales & Marketing
Functional Area	-Radio Marketing (Radio Jingle Ad, Events & Social Activities)
Designation	-Deputy Manager
Duration	- February 2019 to Till Date.
Category	-RM, Retail, Education & Medical
Current CTC	- 9.45 Lac only per Annum

### **Job Profile –**

- ✚ Handling the Team 3 to 5 Executives or Management Trainees or Interns.
- ✚ Responsible for sales team target as well as individual target monthly and yearly.
- ✚ Responsible for assign sales target through Automobiles, Retail, Education and Medical Client's Business.
- ✚ Responsible for generate Business through Lucknow city as well as surrounding cities in UP.
- ✚ Travelling regularly for maximum visits on clients.
- ✚ Focusing on new Radio Accounts or clients for exclusive business.
- ✚ Managing customer relations (CRM) through services & his requirements.
- ✚ Provide innovative ideas and suggestions to improve the market share & presence.
- ✚ Maintain relationship with related ad agencies for business revenue purpose.

### **2: Amar Ujala Publications Limited, (Lucknow)**

Department	-Media Marketing
Functional Area	-Space Marketing (Print Ad) & Events
Designation	- Assistant Marketing Manager
Duration	-October 2017 to February 2019.
Category	-Education

### **Job Profile –**

- ✚ Space selling as well as project through Direct Marketing and Ad agencies both.
- ✚ Maintain & enhance relationship with the existing clients of company.
- ✚ Regular interaction with the clients through sales calls and develops new business.
- ✚ Coordinate ad agencies and clients to ensure payments.
- ✚ New clients' acquisition, taking care of existing clients, recalling of old clients.
- ✚ Monitor and track missed ads.

### **3: FEVER FM 104 - Hindustan Times Media Limited, (Lucknow)**

Department -Sales & Marketing  
Functional Area -Radio Marketing (Radio Jingle Ad)  
Designation -Assistant Manager  
Duration -December 2016 to October 2017  
Category -Education & Medical

#### **Job Profile –**

- + Responsible for assign sales target through Education & Medical Client's Business.
- + Focusing on new Radio Accounts or clients for exclusive business.
- + Managing customer relations (CRM) through services & his requirements.
- + Provide innovative ideas and suggestions to improve the market share & presence.
- + Maintain relationship with related ad agencies for business revenue purpose.

### **4: Amar Ujala Publications Limited, (Allahabad)**

Department -Media Marketing  
Functional Area -Space Marketing (Print Ad)  
Designation -Senior Marketing Officer  
Duration -September 2014 to December 2016  
Category -Retail & Education

#### **Job Profile –**

- + Manage the sales team (Retail & Education category) for sales growth and revenue enhancement.
- + Studying MIS report for the business projection, analyzing the category Market share, exploring potential of nascent market and checking reasons.
- + Served as a link between client and advertising agency by maintaining regular communication.
- + Responsible for business generation through client meeting and generating new business prospect.
- + Maintain relationship with existing customers for repeat business.
- + Provide innovative ideas and suggestions to improve the market share & presence.
- + Maintain relationship with related ad agencies for business revenue purpose.

### **5: Hindustan Media Venture Limited, (Lucknow)**

Department -Media Marketing  
Functional Area -Space Marketing (Print Ad)  
Designation -Marketing Executive  
Duration -April 2011 to September 2014  
Category -Classified

#### **Job Profile –**

- + Responsible for Classified Business as well as Display Support Business through entire Lucknow market.
- + Manage the Associates for regular business and upcoming projects.
- + Taking required actions for increasing ROL Business.
- + To ensure customer satisfaction for a better experience with the company.

#### **Summer Internship:**

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Organization	:	BSNL Lucknow
Duration	:	2 Months
Project Title	:	Marketing Perception & Competitors Evaluation

#### **Educational Qualifications:**

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- + **MBA ( Marketing & Finance ),2011** - G.B. Technical University, Lucknow
  - + **B.com, 2009** - Lucknow University, Lucknow
  - + **Higher Secondary, 2006** - U.P. Board Allahabad
  - + **SSC, 2003** - U.P. Board Allahabad

**Computer Proficiency:**

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- ✚ Windows 98/2000/XP
- ✚ M.S. Office
- ✚ Tally
- ✚ Well versed with Internet tools

**Personal Details:**

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|------------------|---|-----------------|
| ✚ Father's Name  | : | Mr. R.B. PANDEY |
| ✚ Sex            | : | Male            |
| ✚ Language Known | : | Hindi & English |
| ✚ Nationality    | : | Indian          |
| ✚ Marital Status | : | Married         |
| ✚ Religion       | : | Hindu           |

*Being a sincere and hardworking person I will give my best to the company. I seek an opportunity to contribute well in field of Management and use superior skills for achieving organizational goals.*

**Place: Lucknow****Jitendra Pandey****Reference:**