**SANJU SHARMA**

Experience in Sales and Marketing at **COMMUNITY SAMVAD, AMAR UJALA & INDIA TODAY**

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| **CORE COMPETENCIES** |
| Sales | Customer Relationship, Account Handling ,Sales Pitch, Sales conversion, |
| Retention | Relationship management, Portfolio management |
| Marketing | New advertiser acquisition, Promoting Online |
| Digital | Google adwords, SEO, SMO, Display advertising |

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| **WORK EXPERIENCE - 9+ Years in AD SALES** |
| Marketing Manager – Magazine Advertising | Community Samvad |  Oct 2015 – March 20 |
| Assistant Manager- Affiliate Alliance  | Amar Ujala | Sept 2014– Sept 2015 |
| Sales Executive - Magazine Advertising | India Today |  Jan 2010- Aug 2014 |
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| **1. Manager Ad Sales – Samvada Magazine, B2C** |
| * Portfolio managing B2C clients both Corporate like Schwabe India, Manohar Lal jewelers, Prakash hospital or SMEs like Naman Modular, Heera Sweets and many more.
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| * Awarded best sales person of the year 2018 for over achieving my targets
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| * Managed both external and internal senior stakeholders, through regular updates and presentations.
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| * Channeled new client prospects through hyper local marketing like flyers, advertisement and outbound calls.
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| * Developed new advertising formats in association with the marketing and production teams. Worked with creative team to make advertisement design more informative and value oriented.
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| * Maintained regular relationship with the client to pitch products according to the requirements pertaining to their products/services to increase sales conversions.
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| * Since Community Samvad is a hyper local magazine, hence it’s imperative to keep a close watch on all advertisers
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| **2. Assistant Manager - IS2 Magazine, B2B and B2C**  |
| **Affiliate Alliance*** Management and recruitment of new affiliate partners, thereby strengthening the affiliates program
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| * Involved in market research and valuation of margins and discounts.
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| * Create distinguished offers and incentives for the affiliates, sometimes even getting exclusive deals for indikart
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| **Website Promotion*** Tie-up with different alliances for the brand promotion of website indikart.com
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| * Co-ordination with other e-commerce on brand promotion strategy including creative and categories to promote
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| **Event Management*** Conceptualization and management of events for various brand according to the brand’s requirements
* Monitoring and complete post evaluation reporting to clients
* Conducted five Day Make –up Seminar with Kryolan
* Conducted two one day seminars for Aroma magic at Jaipur and New Delhi
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| **Major Brands and Deals*** Axis Bank : Flat 10 percent discount on credit and debit card on per transaction for every product
* Bercos: Special 15-20% discounts on total billing amount for Indikart customer
* Kairali Spa: Free first trial spa for Indikart customers for increasing traffic on Indicart.com
* Innoviti Payment Solutions: Tied up to provide EMI options on any purchase done on Indicart.com
* Meru Cab: Brand promotion through cab branding on Meru cabs in Delhi NCR region
* VlCC- Deepening of relationship with increased ad space
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| **4. Sales Executive- C&I Magazine, B2B** |
| * Interacting with the sales manager for determining the sales goals and planning strategies to achieve the assigned targets.
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| * Maintaining relationships with the existing advertisers and searching for new advertisers for building up their business network.
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| * Keeping track of the current market trends in advertising and communicating it to the management.
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| * Maintaining regular communication with the client to acquire the most recent information about their product/service to increase advertisement selling effectiveness.
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| * Communicating with the management, clients, advertisers and the whole new business network through calls, emails and letters.
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| * Procuring new business by contacting new advertisers through specially organized promotional events and activities.
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| * Developing advertisement formats by consulting the production team and using them for sales activities.
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| * Selling online space for the website indiabizsource.com as a part of B2B Sales – SME business
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| * Promoted sales of Google Adwords, SEO, Display Advertising along with the technical team among SME businesses
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| **EDUCATION** |

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| **Institute** | **Degree** | **Year** |
| Sikkim Manipal University, New Delhi (Marketing and Finance) | MBA  | 2011 |
| Indira Gandhi National Open University, Bokaro | B.A. | 2007 |
| Bokaro Ispat Senior Secondary School, Bokaro | C.B.S.E | 2003 |
| Bokaro Ispat Vidyalaya, Bokaro | C.B.S.E | 2001 |