**SANJU SHARMA**

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

sanjusharmalive@gmail.com, +91-9891700683

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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. |
| * Awarded best sales person of the year 2018 for over achieving my targets |
| * Managed both external and internal senior stakeholders, through regular updates and presentations. |
| * Channeled new client prospects through hyper local marketing like flyers, advertisement and outbound calls. |
| * 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. |
| * Maintained regular relationship with the client to pitch products according to the requirements pertaining to their products/services to increase sales conversions. |
| * 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 |
| * Involved in market research and valuation of margins and discounts. |
| * Create distinguished offers and incentives for the affiliates, sometimes even getting exclusive deals for indikart |
| **Website Promotion**   * Tie-up with different alliances for the brand promotion of website indikart.com |
| * Co-ordination with other e-commerce on brand promotion strategy including creative and categories to promote |
| **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 |
| **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. |
| * Maintaining relationships with the existing advertisers and searching for new advertisers for building up their business network. |
| * Keeping track of the current market trends in advertising and communicating it to the management. |
| * Maintaining regular communication with the client to acquire the most recent information about their product/service to increase advertisement selling effectiveness. |
| * Communicating with the management, clients, advertisers and the whole new business network through calls, emails and letters. |
| * Procuring new business by contacting new advertisers through specially organized promotional events and activities. |
| * Developing advertisement formats by consulting the production team and using them for sales activities. |
| * Selling online space for the website indiabizsource.com as a part of B2B Sales – SME business |
| * 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 |