

Bhavana Raina
International Business Ad Sales
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Professional Profile

Having worked in the Media and Entertainment Industry for the past 11 years based out of Mumbai, India, I am currently handling the portfolio of West and South Region Head with a team responsible for generating International Advertising Revenues for Star Bouquet of Channels across North America (USA, Canada, Caribbean), UK, Middle East, South East Asia and South Africa through potential, prospective and currently active Indian Multinationals. Entrusted to ensure the presence of channels in the Media plans, helping in designing campaigns, ideating and co-creating commercials and maintaining appropriate allotment of the client's advertising budgets across the Network in order to help them achieve their media objectives optimally.

ACHIEVEMENT ORIENTED LEADER

- **Top-ranked sales manager with eleven year history of sales success.** Recognized for contributions to record-setting sales figures, territory startups, expansion and new business development.
- **Proven ability to lead sales teams to achieve multimillion dollar revenue gains.** Offer an in-depth understanding of the Ad sales cycle process and remain focused on client satisfaction throughout all stages.

EXPERTISE

Team Leadership	Presentations
Territory Management	Sales Strategies
New Account Development	Sales Training
Relationship Building	Negotiations & Deal closures

Work Experience

Senior Manager (Supervisor West & South Region, India) Star India Pvt. Ltd., Mumbai, Full Time

April 2014 - PRESENT

- Handling an International Business team in India and responsible for strategizing new revenue models with clients for increasing the channel share in Media Plans of Indian MNCs and contributing to the revenues of UK, US, Canada, Middle East, Singapore, Australia, New Zealand for Star Bouquet of channels.
- Understanding client's branding and promotional requirements in the respective markets (country wise) ideating and providing branding and customized solutions through close co-ordination with marketing and production teams for 360 degree promotion and efficient delivery of the projects thereby also ensuring smooth execution of the same with excellent client servicing and repeat sales.

Achievements

- Developed the most robust aggressive team achieving previous year revenues within 6 months and achieving current year 70% of the targets within a period of 6 months.
- Ensure no loss of revenue through client shifts to competition.
- Demonstrate an unwavering commitment to customer service, adding new clients while maintaining premium service levels with existing accounts.
- Setting sales targets for the team, motivating, leading, guiding and strategizing for the team to ensure successful accomplishment of the same on a monthly basis ensuring consistent growth over previous year revenues.
- Current CTC: INR 27 Lakhs per annum

Senior Manager (West Region, India)

Times Global Broadcasting Pvt. Ltd., Mumbai, Full Time

Nov 2012 - Apr 2014

- Handling New Business Development of clients from West and East India having presence in International Markets like US, Canada, Middle East, Singapore, Australia, New Zealand.
- Focus on Concept selling to help increase the brand exposure and presence in various markets by understanding client's branding and promotional requirements in the respective markets (country wise) ideating and providing branding solutions and ensuring smooth execution of the same.

Achievements

- The only Sales manager to be sent for the International on-ground event, within a period of 3 months of joining after successful selling by writing highest revenues, and finally to ensure a smooth execution of the event 'Indian Budget Analysis 2013 Middle East and APAC Impact', in **Dubai** and **Singapore** in March 2013.
- Sold the Title and other sponsorships for India Day Parade at a premium for which Times Now had exclusive Broadcasting rights globally, thereby making a Marketing Property a Profit making Sales event for the first time in US 2013.
- Roped in maximum number of new advertisers within a year of joining.
- Last CTC drawn: INR 21 Lakhs per annum

Senior Manager (Supervisor West Region, India)

Bengali GEC-SANANDA TV (An ABP Entertainment Pvt. Ltd. Group) Mumbai, Full Time
June 2011-Nov 2012

- Appointed to handle the West Revenues for the launch of a new channel in the Regional General Entertainment space by roping in maximum advertisers across categories. Leading and managing a sales team of 3 with a minimum of 5 years work experience.

Achievements

- Signed 3 advertisers from West within a week of joining, as Title Sponsors on three regular weekday shows.
- Signed 20 clients within a period of 2 months who became our regular advertisers on a monthly basis.
- Ensured incremental revenues from the clients in each campaign through innovative selling.

- Last CTC drawn: INR 18 Lakhs per annum

Assistant Manager (Supervisor)**Star Plus - Star India Pvt. Ltd., Mumbai, Full Time**

Aug 2005 - June 2011

- Handling multimillion dollar business for the biggest Network in India with a team of 4 sales professionals with a work experience between 4 to7 years in Television Ad sales.
- Responsible for new business development and movie client's revenues. The same comprising of at least 60-70% of the annual targets.
- Responsible for grooming & appraising subordinates.

Achievements

- Individually developed Star box office property across the Network channels as a half an hour movie trailer slot throughout the day, and grew the business into a bigger category.
- Ensured client servicing with 100% proficiency. Excellent Customer Relationship management to surpass achievement of delivery and service quality norms.
- Roped in new advertisers on Star plus with very low spends of approx. 10k USD and grew their business to 830k-900k USD on Star plus within a period of 2 years through strategic and innovative selling and excellent client servicing.
- Proactively conducted opportunity analysis by keeping abreast of market trends and competitor moves to achieve and enhance market-share metrics.
- Breaking new avenues & driving sales growth increasing the business annually.
- The only executive in the Organization to get a promotion from Senior Executive to Assistant Manager in a year's time.
- Awarded a promotional trip to **Thailand** (Phuket) and **Turkey** for exceptional performance in 2008 and 2010 respectively.
- In the year 2009-2010 the only Manager in Sales to get a salary increment of 40% when the overall increments extended were between 8% to15%.
- Last CTC drawn: INR 13 Lakhs per annum

Sr. Executive Response-Special Features,**Bennett Coleman & Co. Ltd., Mumbai, Full Time**

Nov 2003 - July 2005

- Responsible for designing alternative & innovative platforms for advertisers across industries other than the conventional campaign based advertisements.
- Identifying Need Gap across Industries for clients not being catered to by the existing BCCL Brands.
- Launching of new supplements, properties & special features focusing specific, Industry, event or company to capture a specific set of audience & advertisers.
- Bundling print as well as non-print platforms to provide an effective communication solution to advertisers.

Achievements

- The only Sales Executive to get a promotion within the group in a year's time from the date of joining.
- Achieved 200 % of Sales Targets in the second year.

- The only executive in the team to be given a 100% increment in salary as retention scheme on the launch of a new publication in the West region.
- Last CTC drawn: INR 2.4 lakhs per annum

Exposure	Dissertation & Internships	Jan 1999 - Oct 2003
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- ‘The Socio-Psychological aspects of IT Professionals’ in Kolkata.
- ‘The Times of India’ (Mumbai) on Results in Market Development.
- ‘The Times of India’ (Delhi) on Navbharat Times to find out the perception of readers.
- ‘Mudra Communications Ltd.,’ (Mumbai) on viewers’ perception on the introduction of CAS in Mumbai.
- ‘The Times of India’ (Mumbai), Response for promotion of Kid Zone amongst the target audience and finding out their perception about the same.

Qualifications

- Post Graduate Diploma in Marketing Management, ‘The Times School of Marketing’, Delhi 2002 – 2003, securing 66%.
- Master of Arts in Industrial Psychology, Calcutta University, 1999 – 2001, securing 67%.
- Bachelor of Arts, specialization in Psychology, Calcutta University, 1996-1999, securing 57%.

Achievements

- Secured 1st rank in Market Research paper in PGDMM.
- Secured 2nd rank in the University in MA.

Extra-curricular

- School Captain for the academic year 1994-1995.
- Sports Champion for the academic sessions 1993-1994 and 1986-1987.
- Selected for State Level Interschool Basket Ball Team in 1993-1994.
- Represented the Inter school Basket Ball Team for the session 1993-94.
- Represented School at Inter-school level for Elocutions and brought Laurels to the Institution.

Languages

- Can read, write and speak English and Hindi
- Can speak Bengali

Computer Proficiency

- Microsoft Office -Word, PowerPoint, Excel

Gender – Female

Date of Birth – 26 June 1977

Nationality – Indian

Passport Validity – 11/07/2016

Passport Issued From – Mumbai

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