



RESHMA NAIR

PROFILE

Media Planning & Buying/Sales & Marketing/ Digital Marketing.

PERSONAL DOSSIER

Date of Birth: 28th November 1985

Marital Status: Married

Nationality: Indian

Language: English, Hindi,

German, Malayalam & Marathi

CONTACT

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Place: Dubai, UAE

HOBBIES

- Travelling,
- Reading,
- Dancing,
- Painting,
- Web Surfing for updates on different topics.

SKILLS

Computers, Good Communication, Go Getter, Good Customer Care Relation.

Technical Qualification:

Computers- Basics, MSCIT passed with 74%,

Tally & C' Programming from

APTECH INSTITUTE,

Digital Marketing from

IIDE. (Google Ads

,Media Planning, Social

Media Marketing)

PROFESSIONAL OVERVIEW

An astute professional with **over 11 years** of experience in Marketing and Branding Management, Sales & Marketing, Customer Service Operations and Media Strategy Offline and Digital Marketing.

EDUCATION

- **Digital Marketing** from IIDE. (Media Planning, Google display Ads & Social Media Marketing.)
- **EXECUTIVE MBA** from NIBM with dual specialization in **Mass Communications and Human Resource Management** passed in 2015.
- **M.Com. in Business Management** from **Mumbai University** passed in 2011.
- **T.Y.B. Com** from Vartak College, Mumbai passed in March 2006.

WORK EXPERIENCE

- **Empire Industries Ltd. – GRABBIT Vending Division as Assistant Manager Marketing and Sales February 2019 - March 2021.**

JOB PROFILE: -

- Gather and analyze marketing, industry, competitive & consumer insights data to determine the advertising and media needs.
- Engaged in optimization of online campaigns .Managing Digital advertisements and marketing.
- To strategize the medium of Branding through different mediums (Radio, Magazine, Newspaper, TV channels, etc.).
- To Coordinate with designers and direct the Post on Social-Media (LinkedIn, Facebook, Instagram, Email Marketing, Twitter.)
- Deciding on Newsletter/Email marketing topics and coordinating with designers. Maintaining Advertising Calendar.
- Content Writing, Sending Newsletters to clients on a monthly basis.
- To conceptualize highly-customized pitches to sell “Benefits” as opposed to “features” of services offered.
- To work closely with operations to fine-tune the delivery of service excellence to clients.
- To coordinate with the Sales team and Provide necessary resources for pitching the Client and Marketing the Brand.
- Maintaining Customer Relations.
- Attending Events and Exhibitions.
- To renew all contracts that expire, at better rates.
- Analyze client attrition & develop strategies to correct /reverse this trend working to achieve 100% retention.

**Extracurricular
Activities:**

- Have Learned Bharatanatyam Classical dance.
- Conduct dance classes.
- Perform Stage programs.
- Have won Dance competitions. Judged Classical Dance Competitions.
- Participated in outdoor sports at the school level.
- Was member of **Women Development Cell** in College.

➤ **Creatus Advertising and Digital LLC. Dubai as Media Manager**
April 2015 - April 2017.

JOB PROFILE:-

- Effectively interprets a client brief and carries out media planning on key accounts.
- Works with colleagues to deliver the prerequisites required for a campaign to launch successfully and on time.
- Builds trusted client relationships by providing best-in-class client service.
- Develops media owner relationships in order to drive market-leading planning for clients.
- Develop different media plans, present plans to client .Ensuring quality control & adherence to overall media plan objectives.
- Planning and strategizing the Client's branding through Digital media (Website, Email-marketing, Facebook, Instagram etc.)
- Offline Media (Newspaper, Radio, etc.,)/ Outdoor Advertising (Taxi / Metro ads, Bill Boards, etc.,)
- Recommending the most appropriate types of media to use, as well as the most effective time spans and locations.
- Working with different departments and media buyers making and maintaining good contacts with a different media channel.
- Proofreading advertisement content before release.
- Maintaining detailed records and Preparing Release Orders.
- Evaluating the effectiveness of campaigns.
- Preparing Reports, Invoices, Payment Follow-ups, Documentation, Preparing accounting summary of the purchase, and sales of Advertisements.
- Process invoices for payment, LPOs, sending Quotation.
- Handling Payroll and Administration, Sales Coordination.
- Meeting Client for Introducing the Company, for Sales Pitch, Client Servicing.

➤ **Dalal Street Investment Journal magazine as Sales Manager**
August 2014- December 2014.

JOB PROFILE:-

- Attending Meetings with the highly designated decision-makers of corporate companies for advertisement in PRINT AND DIGITAL MEDIA.
- Preparing Proposal Letter and Follow up.
- Developing the business in terms of revenue generation and coordinating and having advertorial content from clients (Editorial and advertisement).
- Coordinating with Advertising Agencies for new business.

➤ **HSBC BANK LTD- Wealth Management as Assistant Manager**
April 2012-June 2013.

JOB PROFILE:-

- Giving service to customers in terms of banking and account related requirements. Meeting and Maintaining business relationships with customers by regular follow-ups.
- Being informative and communicating well about the products.
- Doing Financial Planning of customers. Providing banking-related services as well as Portfolio Management.

- Introducing them to the products of the bank. Preparing Reports and CRMS.
- Acquisition of new clients and revenue generation.

➤ **Aishwarya Publications Pvt. Ltd as Business Associate**

April 2006- October 2011.

JOB PROFILE: -

- Have been working for the Bi-Weekly newspaper “**Assignments Abroad Times**” and a weekly newspaper “**Vacancies for You**” in the Marketing Department for the Recruitment Advertisement / Appointment.
- Advertisements & Display Advertisements.
- Proofreading and editing of advertorial content. Developing the Business of the company has also Clientele Base of the Company.
- Regular client Follow up & introducing new clients to the company. Coordinating with the Advertising Agencies.
- Visiting the Educational Colleges & Institutes and also participating in Exhibitions for Business Promotions.