

VARUNAN P

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**Results-driven Advertising Sales professional seeking assignments to enhance my managerial capabilities, simultaneously climbing up the hierarchy in the organization**

**PROFILE SNAPSHOT**

**Target Oriented Sales Specialist** with 13+ years of success in achieving business growth objectives within turnaround and rapid changing environment. An enterprising leader with a commitment to excellence and value creation; proven with a rich track record of success in making an indelible difference to business enhancement and enhanced customer experience. Demonstrated an excellence in formulating and implementing tactical initiatives to achieve strategic goals and proven expertise in propelling bottom lines using inherent financial prudence and operational excellence.

Recognized for driving **aggressive sales** with ability to **foster productive partnerships** with internal and external stakeholders resulting in the attainment of corporate goals. Exhibits the strong cross-functional leadership and focuses on values, corporate objectives and strategic planning that directly impact the success, growth and profits of the business unit. A self-driven professional possessing a win-win attitude and an optimistic approach towards the goal; naturally boosted to procure better output from work.

**Key Strength Areas**

Advertising Sales ⬩Revenue Growth and Profitability ⬩Sales Forecast ⬩Strategic Market Planning ⬩Business Development ⬩ Key Account Management ⬩Channel Management ⬩ Deal Negotiations & Closures ⬩ Sales Management ⬩Opportunity Identification ⬩ Market Penetration ⬩Relationship Management

**Key Result Areas**

* Create long and short term strategies and commercial business plans for the Sales, Marketing and Training Teams. Accountable for delivering the revenue and profit results in accordance with the overall business plan objectives of designated business area.
* Develop and maintains effective customer relationships with media/agency professionals in order to maintain and strengthen core business relations and promote market growth.
* Design and execute business development roadmap by creating new funnels and growing revenue whilst ensuring alignment with the firm’s long - term vision, mission and strategy.
* Identify, analyze and organize new business opportunities and ensures partnerships are executed successfully.
* Effectively collaborate with internal group to educate and executes on strategic partnership initiatives.
* Provide insight and recommendations to both short-term and long-term growth plan of organization. Create and establish the yearly financial objectives that align with the company’s plan for growth and expansion.
* Serves as a key member of executive leadership team and round table discussion panel. Participates in pivotal decisions as they relate to strategic initiatives and operational models.

**PROFESSIONAL EXPERIENCE**

**Maxposure Media Group Chief Manager – Sales Oct 2016 – Till date**

**Outlook Magazine Manager – Ad Sales Dec 2013 – Oct 2016**

**Sulekha.com Manager - Ad sales June 2012 – Nov2013**

**Radio Mirchi Manager Feb 2010 – Apr 2012**

**KEY DELIVERABLES ACROSS THE TENURE**

* Accountable to direct, promote and coordinate the business operations in a manner that will help achieve company’s mission, objective and goals, strategically planned and devised new business avenues and customized solutions across inventory.
* Develop, maintain and improve the organizational efficiency to optimize sales and revenue generation as well as maximize profitability.
* Effectively worked from initial conceptualization stage until the final closure on execution across all client led activities.
* Facilitate online branding and response based solutions like banners, overlays, rich media components and selling unique branding propositions to the clients
* Spearhead key account management activities, cultivate long term relationship with teams through pro-active solutions post interaction with marketing & brand management teams
* Supervise the management team to establish the strategic plans and objectives for the function; also assists in developing cross-functional oriented objectives; involved in appraisals, increments, promotions, incentives and sales commission policies.
* Implement the company’s strategic plan and also involve in the evaluation of the business objectives.
* Prepared and presented annual, quarterly and monthly marketing plans with strategies and promotion mix as well as negotiated with the management budget for the same.

**SIGNIFICANT HIGHLIGHT**

**@ Maxposure Media Group**

* Governed ad-sales for both domestic and international magazines serving in-flight, auto/ car, hotel and luxury magazines while leading a team of 2 members.
* Acquired revenue share of 1.5 Cr from ad sales for Air India, Indigo, Vistara, Gulf Air, Air Arabia, Bangladesh Biman airlines.
* Boosted branch performance by 95% across all magazines
* Delivered quality performance across all magazines and gained the opportunity to drive international markets such as Srilanka, Maldives.
* Reduced international travels and closed the deals over the phone

**@ Outlook Magazine**

* Acquiredad-revenue across Chennai for Outlook English & Hindi Magazine, recognized for bringing new clients on board.
* Designed exclusive ads only for Outlook groups, ensured long term tie ups with the clients and the ad agencies for organizational profitability.

**@ Sulekha.com**

* Orchestrated sales for display ads, efficiently generated ad-revenue for the social media vertical from the corporate segment across South India for India, US, UK, UAE and Canada Markets.
* Served as part of sales team for new product launch, shared with management the suggestions received from client for betterment of the product also gave a complete overhaul to the website of sulekha.com.
* Recognized for bringing new clients on board actively involved with product team to revamp the websites.

**@ Radio Mirchi**

* Grew revenue share to INR 75lacs from INR 10lacs for activation and FCT department from corporate and retail clients for Chennai branch.
* Acquired new clients through new campaigns, worked closely with Client, media agencies, creative agencies, outdoor agencies & BTL agencies for smooth execution of assigned projects.

**Citi Financial, Chennai Assistant Manager Feb 2006 - Feb 2010**

### Appointed to manage the branch operations with aim to develop it as profit center, accountable to sell personal loans, home loans, and insurance and mortgage loans.

### Oversaw a DST team with manpower of 15 – 20 people while heading 2 DSA’s and a tele-calling setup, guided team towards attaining monthly targets.

### Responsible to drive key relationship management and supervise all HNW customer programs with strict adherence to compliance with banking rules, regulations and procedures.

### Managed cross selling of other insurance products to existing customer, received “Star Employee” award within 6 months of joining.

**ACADEMIC CREDENTIALS**

**Master of Business Administration – Marketing,** SRM UNIVERSITY, Chennai, 2006

**Bachelor of Science – Visual Communication -** SRM Arts and Science College, Chennai, 2004

**Date of Birth:** 08th June 1983

**Linguistic Skills:** English, Hindi, Tamil and Spanish (Beginner)

**References:** Available on request