

Dated: 29.8.2017

Resume



SHANKER RAJPUT

Permanent Address:

F-200, 1st Floor, Mangalam Appartments,
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Delhi-110092

Father's Name: Mr.S.C.Rajput

Date of Birth: 23rd February' 1982

Mobile: **9717889797**

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Skills & Expertise

High energy sales and management professional with exceptional interpersonal and communication skills and an extensive background in the following broad-based competencies:

INTERNET AND DIGITAL MARKETING - GOOGLE ADWORDS, SEO, SMO, SMS CAMPAIGNS	KEY ACCOUNT ACQUISITIONS
REVENUE GENERATION	CLIENT MAPPING (AD TRACKING)
TEAM HANDLING (SALES & TRAINING)	KEY RELATIONSHIPS
TEAM RETAINING	CLIENT SATISFACTION
NEW BUSINESS DEVELOPMENT	WORD OF MOUTH MARKETING
STAFF MANAGEMENT	COLD CALLING & PROSPECTING
SALES & PRICING STRATEGIES	COMPETITIVE & MARKET ANALYSIS
LEAD GENERATIONS	

- Demonstrated ability to promote products and services and develop key accounts to maximize company profit.
- Proven ability to cultivate productive relationships with key decision makers and manage projects on a Global basis to achieve corporate goals.
- Excellent qualifications in strategic planning with comprehensive knowledge of management, organizational development, team building and project execution.

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Total Experience: 16 Years +

Details as follows:

Owner

Media Times & Communications—New Delhi (April'2009-Till Date)



Media Times & Communications (Summary)

- ❑ **Media Times & Communications**, are pioneers in the industry since 2009 and is a bunch of expert team members. It's an organization loaded with all the promotional activities and work related with **E-Commerce Portals Designing, Website Designing, Google Ad-words, Youtube Promotions, Search Engine Optimization (SEO), Social Media Optimization (SMO), Web Hosting, Domain Booking, SMS Campaigning, E-mail Marketing, Short Codes, etc.** for almost all verticals : **SME'S, Real Estate, ; Corporate, Regional Corporate, Retail, Education Institutions** and much more.

Responsibilities:

- **Team Management**, Business Development , Lead Generation, CRM, Online Advertising, Digital Marketing, Market Research, New Business Development, Competitive Analysis, Marketing Strategy, Analytics, SEM, Vendor Management, Business Strategy, E-commerce, Online Marketing, Advertising, Key Account Management, Marketing, Start-ups, Management, Customer Satisfaction.

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Territory Manager – Sales and Marketing

The India Today Group- Meow 104.8 F.M.—New Delhi (17th September'2007-March'2009)
(A Radio Today Broadcasting Ltd)



The India Today Group (Summary)

- ❑ Living Media is an Indian media conglomerate based in New Delhi, India. It has interests in magazines, newspapers, books, radio, television, printing and the Internet.

Responsibilities:

- **Handling a team of 9 people.** Taking care of **ATL** and **BTL** Activities.
- **Handling Corporate Sales, Regional Corporate, Education Institutions, Real Estate, Builders & Promoters, Retail** & high values clients/ our regular customers for ensuring **business retention / growths.**
- Responsible for increase in sales by **“Time Selling”, Radio Jingles, Radio Shows etc** - advertising campaigns on Air through telesales, direct selling & marketing ensuring effective **market penetration, conceptual selling** with technical skills & meeting the assigned targets.

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Territory Manager – Sales and Marketing

Just Dial Limited-- Noida (December'2004 - 15th September'2007)

(Joined as Business Development Manager— Promoted as Area Sales Manager and then again promoted as Territory Manager; Awarded as Country Topper Employee consistently for 02 years.)

Just Dial Ltd. (Popularly known as 22222222 / 88888888)



- Just Dial India's No.1 local search engine and talking yellow pages provides comprehensive updated information on all B2B and B2C Products and Services. Services available in all major Indian cities including Mumbai, Delhi, Bangalore, Hyderabad, Chennai, Pune ,Kolkata, Ahmedabad and many more.

Responsibilities:

- **Handling a team of 12 people.**
- Responsible for **Space Selling** in Just Dial B2B & B2C Printed **Yellow Pages** which is a Leading Print Media house with National presence.
- Responsible for **Selling B2B & B2C Sales** for online Portal www.Justdial.com.
- **Key Account Manager for big revenue clients for talking yellow pages i.e. 22222222.**
- Responsible for increase in sales, including telesales & marketing ensuring effective **market penetration** , **conceptual selling** with technical skills & meeting the assigned **Team** targets.
- Relationship building with corporate / high values clients/ our regular customers for ensuring **business retention / growths**.
- Responsible for **Training & Grooming** entire sales team.

Executive Tours- Operations

ASCON HOLIDAYS—New Delhi- (February'2004- November'2004)



Ascon Travel Pvt. Ltd. (ETA-Ascon Group, GSA Malaysian Airlines.)

- Ascon Travel is a part of the more than **US\$7 Billion SETA / ASCON / ALGHURAIR**, Conglomerate based in Dubai. The flagship company of the group Ajman National Travel Agency (ANTA), UAE is located at six major Emirates- Dubai, Abu Dhabi, Al Ain, Sharjah, Ras Al Khaimaha and Jebel Ali. Besides being GSA of Air France and Thai Airways in Dubai, ANTA is a Iso GSA of major online carriers like Thai Airways, Royal Jordanian Airlines, SAS, Kuwait Airways, Sabena and Sri Lankan in Ajman. A freight division to reckon with and highly professional inbound tours department compliment the portfolio of ANTA.

Responsibilities:

- Heading **05 Trainees from Kuoni Academy** in order to promote Outbound Tours.
- Responsible for **Rates Negotiation, Product Development & Product Designing** for Malaysia, Thailand, China, Singapore, Star Cruise, Australia, New Zealand, Europe, Maldives, Mauritius, Sri Lanka & Dubai.
- Keenly concentrating upon **building up the public relations** by attending various trade fairs, Auto expo, Ayurvedic Road shows etc at Pragati Maidan.
- Respond to customer service requests and assist travelers with all needs.
- Handling Ticket requirements, Visa & Immigration Clearance requirement.

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Business Development Officer- Sales
DEWAN HOLIDAYS--New Delhi- (September'2001- January'2004)



Dewan Holidays

- Since inception in 1989, Dewan Travels Pvt. Ltd. has been pushing the frontiers of excellence in Travels & Tourism industry. Driven by a service oriented vision and a modern management style, the company has made it its business, to exceed customer expectations. Dewan Travels Pvt. Ltd. – one of India's largest Tour Operator, nationally recognized, full-service, IATA accredited travel agency. It's approved by the Ministry of Tourism, Government of India and are member of Travel Agents Association of India.

Responsibilities:

- Itinerary Preparation , Costing and Budgeting , Vendor Management, Designing & selling of Outbound Packages.
- Making Tie ups with travel agents, Sub-Agents & Corporate Houses
- Responsible for Corporate Incentive Groups, Delegations, Conferences, Seminars etc.
- **Handling Corporate Sales** for various services like Conferences, Incentive Groups etc. Major Corporate being Phillips India Limited, Hyundai, Grasim- Birla White, Sony, Idea, Airtel, Eli Lilly & many more.
- Responsible for Product Selling for South East Asian Countries, Mauritius, Australia, New Zealand, Middle East, & Europe Group Departures.
- **Send a group of 25 passengers to Europe of St. Bede College, Shimla.**
- Preparing **Presentations** for International Destination in Order to capture market

Educational Qualification

- ✓ Year 2005-- **Sikkim-Manipal University of Health, Medical & Technological Sciences**", Gangtok
Masters of Business Administration – Dual Specialization Human Resource & Marketing.
- ✓ Year 2003-- **Delhi University, New Delhi**
Bachelor of Arts (Pass)
- ✓ Year-1999-- **Salwan Public School, New Delhi**
Senior Secondary (Commerce Stream)

Professional Qualification:

- Certificate from **Kangaroo Wings, USA**, for **Search Engine Optimization, Google Adwords & Promotions and Social Media Optimizations.**
- MS- Word , MS- Excel , MS-Power Point , Internet & E-mail.
- Completed Basic Course of Air Ticketing from “ **Indian Institute of Tourism & Travel Management**”, Ministry of Tourism Govt. of India & Delhi Tourism, Chanakyapuri.

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- Completed Basic Course of Computerized Reservation System in Amadeus from “ **Indian Institute of Tourism & Travel Management**”, Ministry of Tourism Govt. of India & Delhi Tourism, Chanakyapuri, by securing 84%.
- Attended two days workshop organized by **Taj Group of Hotels** at The Hotel Taj.

Extra Co-Curricular Activities

- Certified by “**Delhi Scouts & Guides**” as The Best Scout.
- Certified by “**Delhi State Gymnastics Championship**” as The Best Gymnast.
- Certified at Zonal / Cluster level in Table Tennis.
- Presented a Short Program at “**YUV VANI**” in “**All India Radio**”.
- Certified by “**Delhi Cine Goers Council**” as Best Dancer at **FICCI** Auditorium.

Objective

To enhance & develop skills so as to apply the knowledge in the most Professional & Efficient way to work towards the objective of Company.

Declaration:

I do hereby confirm that the above information given is true to the best of my knowledge and belief.

PLACE: Delhi

(SHANKER RAJPUT)