

S. VIJU NAIR
101, Kargil Pride 'B' CHS Ltd.,
Prabhukrupa Nagar, Stella,
Vasai Road (W) 401202
E-Mail: vijusnair@gmail.com / Phone: +91 9833599553

Seeking Senior Management role in **Media Planning & Buying (Outdoor Advertising)** with a growth-oriented organization.

Location preference: Open

PROFESSIONAL SYNOPSIS

- ✓ Result driven professional with **24+ years** of rich experience in Advertising - Client Relationship Management, Media Buying & Planning, Operations and Team Management with reputed Brands.
- ✓ **December 2019, working with Prime Market Reach Pvt. Ltd. as Sr. Manager - Operations - Mumbai, India.**
- ✓ Significantly contributing to the success by managing, reviewing & undertaking appropriate Revenue and Inventory Management strategies; managing media activities & advertising programs for enhancing the visibility of the products.
- ✓ Skills in driving team efforts towards meeting client's advertisement, communication and promotional requirements; expertise in tapping prospects, analyzing their requirements, rendering guidance to the clients and negotiating for securing business.
- ✓ Responsible for successful Re-launching a failed product line from top to bottom with new media, direct mail and re designed packaging.
- ✓ A strategist with exposure in branding & commercial operations with key focus on overall business profitability; expertise in managing many strategic promotional campaigns resulting in brand recognition.
- ✓ Possesses excellent presentation, communication & leadership skills; recognized for outstanding organizational skills, creativity, public relations and ability to consistently demonstrate leadership traits and team spirit.

DOMAIN SKILLS

Media Management

Corporate Communication

Team Building

Documentation & Reporting

Client & Vendor Relations

Brand Management

NOTABLE ACCOMPLISHMENTS

- ✓ Activation done for Medimix in Ladies Washroom Nr Food Court Korum Mall Thane.
- ✓ Retail Branding for Clients Like Dell, Acer, Apollo Pharmacy, Many Verticals of Asian Paints, etc across India.
- ✓ Independently handled exhibition branding, printing and advertising business across Dubai.
- ✓ Various promotions and branding across India.
- ✓ Luxury boat branding for World Space Radio done in 2006 in Cochin.
- ✓ Was a part of brand promotion of Tata Broadband, VSNL & Government of India's cyber café named Rail Tel Cyber Express in Kerala during Posterscope India Pvt. Ltd in 2006.

CAREER PROGRESSION

June 2017 – Nov 2019	Space Ads (I) Pvt. Ltd. (Mumbai)	Sr. Manager – Media Buying & Planning
Aug 2015 – May 2017	Gitanjali Display Pvt. Ltd. (Mumbai)	Sr. Manager – Client Servicing
Sept 2014 – Feb 2015	Golden Gate Advertising LLC (Dubai)	Manager – Client Servicing
Feb 2010 – May 2014	Space Ads (I) Pvt. Ltd. (Mumbai)	Manager – Media Buying & Planning
Aug 2007 – Jan 2010	Outdoor Links (Mumbai)	Manager – Media Buying & Planning
Nov 2006 – July 2007	TDI Media Services (Cochin – Delhi)	Manager – Media Buying & Planning
April 2006 – Oct 2006	Posterscope (I) Pvt. Ltd. (Cochin)	Executive – Media Buying

Key Deliverables:

- ✓ Independently handled Exhibition branding, printing and advertising business across Dubai.
- ✓ Dealt with clients like Saudi Binladen Group, Al Wasmi Waters, Al Reem Waters, Belhasa Group, Hitech Industries, IFFCO Group etc in Dubai for various endeavor.
- ✓ Independently handling planning and buying of Outdoor Medias Pan India.
- ✓ Exposure to the campaigns handled for clients involved Santoor, Wrogn, TVS Scooty, , SBI Bank, Big Bazaar, Medimix, Cuticura, Metro Shoes, Volkswagen, Apple Group, Indusind Bank, Van Heusen, Hyundai, etc in India.
- ✓ Spearheading the Traffic Team for all Operational & Technical Supportfunctions.
- ✓ Looking after Direct Clients, Agency & Vendors Network PAN India as well as associating with outdoor advertising PAN India.
- ✓ Preparing & delivering sales presentations to new & existing customers in order to sell new advertising programme and to increase existing advertising; outlining contracts for advertising work and collected outstanding payments.
- ✓ Analyzing & studying information about client's products, needs, problems, advertising history and business practices in order to offer effective sales.
- ✓ Participating in sales meetings, industry trade shows and training seminars in order to gather information, promote products, expand network of contacts and increase knowledge.
- ✓ Coordinating with various vendors or clients as per their requirement and providing them with resulting plans.
- ✓ Formulating new policies and procedures that were incorporated to enhance operations within the customer service and sales support department.
- ✓ Planning and managing sales through various distributor channels and other relevant sales outlets.
- ✓ Interacting with clients on daily basis for an update on issues/concerns.

Previous Assignment:

April 2005-Mar 2006	Rajan Outdoor media as an Executive – Marketing (Cochin)
Feb 2004-Feb 2005	SMART Ltd. as Manager - Customer Relations (Arusha - Tanzania)
Nov 1998-Dec 2003	Cable Television Network Ltd as Manager Customer Service (Mombasa - Kenya), A Royal Palms Golf & Country Club Grp. From June 1999 worked in Mumbai.
June 1995-Oct 1998	Mehna Group of Companies as Jr. Sales Executive, Promoted as Sales Executive in the month of Nov 1996.

EDUCATION

- ✓ **MBA (Advertising Management & Media Management)** from National Academy of Management Studies in 2012
- ✓ **G. D. M. (Mass Communications)** from National Academy of Management Studies in 2010
- ✓ **H. S. C** from Mumbai University in 1992

PERSONAL DOSSIER

Date of Birth	12th February, 1973
Languages Known	English, Hindi, Marathi and Malayalam
Website Address	www.vijunair.com
Skype Id	viju5273
Linked In	http://in.linkedin.com/in/vijunair
Facebook	https://www.facebook.com/viju.nair
Twitter	https://twitter.com/dravedians
Passport Details	J 7280369 (valid up to 04/05/2021)

References available on request