

SATISH KUMAR

B.102 A, BASEMENT, KALKAJI, NEW DELHI 110019 - INDIA
① Mobile: +91- 9810232712 ~ E-mail: satishphour@gmail.com

Seeking assignments in Business Development /Operations Management/ Client Relationship Management

CAREER OUTLOOK

- A dynamic and result oriented professional with over 9+ years of extensive experience in **Sales & Marketing, Strategic planning, Business Development, Customer support and Service, Product Launch & Promotion, New Market Development, Client Relationship Management & Team Management.**
- Since its inception associated with managing **Media Solutions, New Delhi as its Founder & Managing Director – Head: Client Service/ Business Development.**
- Experience in consistently accelerating business growth and profitability of the company, generating customer loyalty levels & creating new Benchmarks.
- Highly resourceful in monitoring delivery of high-quality customer experience and elevating customer satisfaction, while adhering to SLAs & managing cost-effective operations. Proficient in monitoring overall functioning of processes, identifying improvement areas and implementing adequate measures to maximize customer satisfaction level.
- Competent in implementing effective solutions to the customer needs with an aim to improve customer contentment and consequently customer loyalty, expansion of customer base for business development.
- Identifying streams for generating revenues & developing marketing plans to build customer preference.
- Proven abilities to interpret corporate vision, and formulate strategy, translate objectives into actionable plans, and provide decisive leadership in driving sales, profit & market share.
- Reviewing trends in the industry with distinction of instituting innovative techniques to achieve service and product excellence at lowest overall costs.
- Creating business development procedures, service standards, operational policies and guidelines with clear understanding & experience of marketing new products in the region.
- Recruiting, leading, mentoring & monitoring the team members to ensure efficiency in process operations and meeting of individual & group targets.
- Excellent communication, people management, relationship management and analytical skills; ability to take holistic approach for solving problems.

CORE COMPETENCIES

◆ Business Development	MIS & Reporting	Customer Service
◆ Strategic Planning	Operations Management	Public Relations
◆ Customer Relationship	Administration	Team Management

ADMINISTRATIVE SKILLS

Business Development

- Formulating long term/short term strategic plans, budgets to enhance sales, conducting negotiations & marketing operations thereby achieving increased sales growth across region.
- Exploring new territories for the growth work on special campaigns and review market and suggest the launch of promising molecules.
- Developing periodic business plans & strategies in coordination with plans of organization and planning individual / team assignments to achieve the preset goals within quality & cost parameters
- Designing marketing plans for augmenting the business volume by enhancing brand visibility
- Driving sales initiatives to achieve business goals & conducting competitor analysis to tack the market trends

Strategic Planning

- Researching and planning new projects and suggesting enhancements to existing business development programmes; driving corporate initiatives for development and expansion.
- Delivering marketing strategies with the program objectives; defining and implementing process improvement on studying current business trend and environment.

Customer Relationship Management

- Mapping company's focus area, identifying improvement areas & implementing various measures to maximize company's business goals and objectives.
- Setting out quality standards for various operational areas, ensuring a high-quality customer experience while adhering to the work processes.

ORGANISATIONAL SCAN



March 2006 - Present – Media Solutions – New Delhi Founder & Managing Director - Head : Client Service/ Business Development

- ➔ Marketing & Sales of Advertisement and Event Management services to all sorts of Commercial Brands, Creating and executing new concepts to promote new brands.
- ➔ Keeping an update on the Market for all production based requirement, managing web developers, visualizers and content writers for all kind of promotional based corporate requirements,
- ➔ Co-coordinating with the Corporate marketing team and trade / retail channel for execution of schemes, events and promotional campaigns. Providing leadership, motivation, direction and support to management team.
- ➔ Planning execution of advertising Point of Sale (POS) material & its proper displays across the distribution channel.
- ➔ Effectively using organizational budget for planning & organizing client meets, promotional events & other demand generation activities.
- ➔ Managing operational and administrative functions to ensure specific projects are delivered efficiently and as scheduled.
- ➔ Recruiting, Training employees for managing Operations and Production work to facilitate Client Service and Business Development.

COMPUTER SKILLS

- Adobe Photoshop Adobe Photoshop, CSS and JavaScript, Dreamweaver
- HTM/Flash/Animation
- CMS/ Content Management System
- Web Marketing Design
- SEO, SEM & PPC - Google Adwords, Ad Planner, Website Optimizer, Google Webmaster Tool
- Web Analytics - Google Analytics, Webtrends and StatCounter
- SMO, Social Media - Virtue, Facebook insights, Wordpress for Blogging

ACADEMIC CREDENTIALS

UNIVERSITY OF DELHI – NEW DELHI
Bachelor of Commerce (B.Com) – 2004

PERSONAL DOSSIER

DATE OF BIRTH: SEPTEMBER 08, 1982 ■ NATIONALITY: INDIAN ■ GENDER: MALE ■ MARITAL STATUS: MARRIED ■
LANGUAGES KNOWN: ENGLISH & HINDI

MAJOR CORPORATE CLIENTS OF MEDIA SOLUTIONS

