

CAREER PROFILE

Dynamic, results-driven marketing and advertising professional with over 5 years experience and top-notch education in the field. Solid consumer research, strategic media planning and account management skills. Proficient in using various media research, planning and buying software.

EXPERIENCE

The Davis Group, Inc. Austin, Texas

2003 – Present

A Media Planning and Placement agency operating out of Austin since 1978.

Senior Media Strategist and Buyer

- Involved in all media planning and strategy initiatives for various local, national and statewide clients. Instrumental in honing the agency media philosophy and process.
- Providing media consulting services to clients with the intent of ensuring maximum return on investment. Past consulting projects include recommending the right media mix, developing media Sales presentations and creating benchmarks for comparing various media.
- Negotiated and placed media worth \$10 million in 2005 including Spot TV and Radio, Network TV (including Super Bowl) and Syndication.
- Constant client interaction that includes understanding campaign goals, conveying the media strategy and associated costs, working with deadlines and providing marketplace intelligence.
- Responsibilities include broadcast, print and online media planning and buying for high profile clients including Time Warner Cable, News 8 Austin, Austin American Statesman, and Statewide Political Candidates.
- Supervising a team of planner/buyers in delivering thought-through media plans and executable marketplace strategies. Training clients and Assistant media buyers on Media Planning and buying basics through Media 101 Classes and workshops.
- Developing and conducting new business presentations using research analysis from sources like Scarborough, MRI and Claritas, Industry experience and case studies.
- Keeping abreast with new developments in the multi-cultural media space. Advising clients on maximizing their Hispanic advertising results.

Red McComb's School of Business

2001-2002

Business School at University of Texas at Austin. Ranked amongst the top ten in US.

Teaching Assistant

- Assisted in teaching Foundations of Marketing and Direct Marketing courses while pursuing my Masters in Advertising.
- Job responsibilities included advising and managing two classes of 500 students, teaching, grading case studies and preparing and conducting examinations

Footnote & Belding-Ulka Advertising Limited

1999-2001

One of the largest advertising agencies in India with FCB Worldwide as the majority stakeholder.

Senior Account Executive

2000-2001

- Part of the Launch team for 'Vanish' stain remover from Reckitt Benckiser plc- The world's number 1 company in household cleaning products. Conducted research studies including pre-testing of concepts and ads, and focus groups on washing habits in India.

- Planned and implemented advertising (TV and Print), promotional and PR activities during the simultaneous brand launch in 3 states.
- Conducted ethnographic studies and 'Mind-and-Mood' analysis (FCB Trademark research technique) for new business pitches.
- Researched the feasibility of launching two new FMCG products in India: Calgon, a water softener and Calgonit, an automatic dishwasher detergent. Initiated compilation of a database for automatic dishwasher owners in key Cities to directly target this niche audience.
- Spearheaded the online initiative for Usha, a 100-year old consumer durable brand. Coordinated the launch of their corporate and e-commerce website.

Account Executive

1999-2000

- Provided managerial support to Vespa Scooters - One of the largest two-wheeler brands in India. Served as the interface between the agency and the client - Taking client briefings, writing creative briefs, presenting to the client, and ensuring on-schedule media releases.
- Initiated bi-monthly brand review and monthly 'lunchbox presentations' within the agency.

Siemens Telecom Ltd.

1998-1999

A joint venture company of Siemens AG marketing mobile handsets and landline phones in India.

Marketing Officer

- Part of brand management team interacting closely with the sales team and advertising agency.
- Independently planned, allocated and monitored advertising and promotional budgets for various sales territories. Organized the Annual distributor and dealer conferences.
- Designed quarterly incentive schemes for the distribution channel and sales teams to ensure sales target achievement. Prepared monthly reports on impact of sales & marketing efforts.
- Responsible for all Corporate Communications and PR related activity including editing and publishing the company newsletter, writing press releases and organizing press conferences.

EDUCATION

MASTERS IN ADVERTISING & INTEGRATED MARKETING COMMUNICATIONS

2002

The University of Texas at Austin (Texas, USA). GPA: 4.0

MASTERS IN BUSINESS ADMINISTRATION

1998

F.O.R.E. School of Management (New Delhi, India). Amongst top 10% of the marketing graduates

ADDITIONAL EXPERIENCE

- Conducting research with advertising department at University of Texas on 'Consumer Racial Profiling'.
- Conducted market research and devised strategy for launch of a cash-replacement Radio Frequency Identification Device (RFID) for Bank One in Austin, Texas.