

## BHARADWAJ K R

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## ADVERTISING INDUSTRY PROFESSIONAL

Offering over 28 years of experience

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### PROFILE & STRENGTHS

- ◆ Competent, diligent & result oriented professional, offering experience across **Advertising, Communications, Business Expansion, Marketing & Business Development, Target Setting & Achievement, Commercial & Administration, Client Servicing, Account Receivables, Public Relations, Human Resources Planning, Team Management, MIS and Liaison & Coordination**; currently spearheading as **CEO with AD6 Advertising**.
- ◆ Expertise in tracking market dynamics, and drawing inputs to realign tactics to counter competition, formulating & implementing **Marketing Planning & Business Development** strategies also ensuring profitability of organization & employees.
- ◆ Dexterity in uncovering/ creating new opportunities, identifying dynamic and flexible opportunities for market penetration and revenue generation while conceptualizing business processes and structuring methodologies to be practiced in the industry, to ensure business excellence.
- ◆ Adept in identifying the procurement need, collection of Job description & specification while right sizing the employees in different departments while doing **Manpower Audit**.
- ◆ Proficient in executing market plans for augmenting business and penetrating new markets along with managing profit centre operations with a view to achieve business (sales volume & market share) objectives and ensure top line and bottom line profitability.

### Core Competencies

- ◆ Advertising ◆ Communications ◆ Business Expansion ◆ Marketing & Business Development ◆ Commercial & Administration ◆
  - ◆ Client Servicing ◆ Account Receivables ◆ Public Relations ◆ Human Resources Planning ◆ Team Management ◆
  - ◆ Client Relationship Management ◆ MIS ◆ Liaison & Coordination ◆
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## PROFESSIONAL EXPERIENCE

### BLUE EYE COMMUNICATIONS

#### MANAGING DIRECTOR

2016 – TILL DATE

- ◆ **Taking care of improving the bootstrapped agency started in 2012 to next level**
- ◆ Spearheading efforts across handling entire spectrum of functions pertaining commercial & administration operations, developing marketing strategies, studying the elements in a sales promotion plan & considering consumer preference also driving business volumes while ensuring achievement of bottom line of the business.
- ◆ Effectively discussing the strategies and other required information while building collaborative environment; developing a competitive business development and sales strategy, uncovering/ creating new opportunities, identifying dynamic and flexible opportunities for market penetration and revenue generation.
- ◆ Identifying and networking with financially strong and reliable clients, resulting in deeper market penetration and improved market share; developing new business partners to expand services reach in the market.
- ◆ Liaising and building healthy relations with client for achieving business, while handling & managing activities directly linked to the motivation of sales force, rewards & recognition and many new initiatives. Significant improvement in reaching the right target market.
- ◆ Steering the rationalization of manpower at all levels while obtaining the optimal balance between top line and bottom line performance; pivotal in identifying surplus manpower and right sizing.
- ◆ Playing a pivotal role in maintaining flawless communication with the employees; ensure timely resolution of employee grievances and harmonious working environment at all levels; adept at analyzing the tasks assigned and accountable for optimal utilization of the resources and manpower in a cost effective way.
- ◆ Adroitly building and maintaining healthy business relations with clients; mapping their requirements and providing the best solutions in terms of products/services while ensuring maximum customer satisfaction by achieving delivery and quality norms.
- ◆ Proficiently tracking market dynamics, and drawing inputs to realign tactics/strategies to counter competition and gain fresh business while retaining key clients; designed and implemented innovative sales and marketing strategies to acquire and retain reasonable marketing share in competitive scenario.
- ◆ Meticulously maintaining cash management of the organization; reviewing the profitability of business to assess the correctness of revenue and expenditure accounted, monitoring the inflow & outflow of funds, bank and legal operations of the branch.

**AD6 ADVERTISING  
CEO**

**2010 – Aug 2016**

- ◆ Handled the overall operations of the Agency to improve the billing, client base, processes and improve the bottom line for the agency.
- ◆ Instrumental in bringing more professionalism into the organization.
- ◆ Explored business opportunities and clientele and improved the turnover multifold and made the agency stand. Tall to handle retail, education and automobiles clients.
- ◆ Streamlined the collection process, introduced reporting systems and made the agency a Professional agency in a very short time.

**TRIPLE ESS ADVERTISING PVT. LTD  
Director/CEO**

**Nov 2005 – 2010**

- ◆ Handled overall business operations (sales, administration & business development) from conceptualizing & implementing sound business strategies to the accomplishment of targets.
- ◆ Diligently exploring business impending, opportunities & clientele to secure profitable business volumes and managing service delivery; judiciously overseeing business expansion, expanded operations to Chennai and managing the requirements of Chennai branch by planning & execution of work along with marketing & pitching for Chennai clients.
- ◆ Explored business potential, opportunities & clientele to secure profitable business volumes, actively involved in sales presentations; researched targeted markets & evaluate strategies to identify potential consumers of products & services while rendering services to enable smooth flow of operations.
- ◆ Delivered towards attaining annual targets within the given timeframe, thereby contributed in enhancing the company's productivity & profitability through improvement of management initiatives; managed the collection targets also fixed sales targets and recasted the marketing strategies.
- ◆ Efficiently managed the sales and marketing operations, developed marketing strategies, studied the elements in sales promotion plan and brand equity & considered consumer preference to drive business volumes while ensuring achievement of bottom line of the business.
- ◆ Steered the finance functions involved designing & implementing systems, policies & procedures to facilitate internal financial control towards the accomplishment of organizational goals; dexterously involved in functioning and meeting the income.
- ◆ Handled inter/intra departmental co-ordination to ensure smooth operations at all times and oversaw the administrative activities including selection & staffing, tasking, discipline, welfare, and all multifarious development programmes; ensured proper implementation of Rules and Regulations.
- ◆ Planned framework for the management of communication & control systems required in today's business environment. Successfully identified and forecasted manpower requirement and prepared necessary plans so as to ensure that the requirements are met.
- ◆ Effectively discussed the strategies and other required information while building collaborative environment; developed a competitive business development and sales strategy, uncovered/ created new opportunities, identified dynamic and flexible opportunities for market penetration and revenue generation.
- ◆ Supported concurrent Sales & Marketing activities by providing key information on business specifics of potential customers; also mapped business dynamics and derived vital inputs to realign strategies to combat competitive forces.

**TEMPEST ADVERTISING PVT. LTD  
Manager (Operations)**

**June 2004 – Oct 2005**

**IMAGEADS SERVICES PVT LIMITED  
Sr. Client Servicing Executive**

**June 1995 – May 2004**

**SOBHAGYA ADVERTISING SERVICE  
Client Servicing Executive**

**June 1994 – May 1995**

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**ACADEMIC & PROFESSIONAL CREDENTIALS**

**Master's Degree in Business Administration (Marketing & Personnel) - 1994**  
S K University, Anantapur, Andhra Pradesh

**Bachelor's Degree in Arts - 1992**  
S V University, Tirupathi, Andhra Pradesh

**Intermediate - 1989**  
S V University, Tirupathi, Andhra Pradesh

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**Date of Birth:** 25<sup>th</sup> June 1971

**References:** Available on request.