

## VARUN VERMA

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### Professional Snapshot

- More than seven years of experience in Sales, Project Management, Creating New Products, Business Development and Client Relationship management in Indian Media Industry.
- Have worked in four mediums of the media industry - **Magazine, Newspaper, TV and Digital.**
- An effective communicator with excellent relationship building and interpersonal skills. Strong Analytical, problem solving and organizational abilities. Possess a flexible and detail-oriented attitude.

### Experience (7 + Years)

January 2021 - Present

#### **Entertainment Network India Limited (Mirchi)**

Senior Account Manager

- Creating and pitching relevant digital content solutions to the clients across categories of Telecom, Automobile, FMCG, Consumer Durables, etc. of Delhi – NCR Market.
- Product portfolio has Celebrity Shows (Shows with Kareena Kapoor Khan, Sonu Sood, Shilpa Shetty, Tapsee Pannu, Gauri Khan, etc.), Audio Solutions (Web Radio, OBD, Podcasts), Web Series, Communities, Customized content, etc.
- Handle clients like Nestle, Philips, Realme, MG Motors, DS Group, OPPO, etc.

September 2018- October 2019

#### **Sony Pictures Network**

Assistant Manager - Sales

- Handled their Bengali Regional GEC – Sony Aath
- Delivered revenue in tune with the targets. Managed revenue of 45 Lakhs per month.
- Responsible for managing accounts and agencies of North India. Have serviced agencies like Mindshare, Wavemaker, Mediacom, Lodestar, OMD, Alliance, etc.
- Handled Clients of various verticals – Automobiles, consumer durables, Consumersoft, etc
- Key Clients - GSK, SC-Johnson, MARS International, Perfetti Van Melle, Carlsberg, Unicharm, Lenskart, Coca Cola, Etc).

September 2015- September 2018

#### **Bennett, Coleman & Co Ltd (The Times Group)**

Senior Officer - Response

- Handled Retail and F&B Response Verticals of Gurgaon for The Times of India.
- Delivering revenue in tune with the targets. Was able to get 6.2 Crores of business in 2017- 2018. Grew the business by 175% over last year (Rs. 3.5 Cr in 2016 – 17 to Rs. 6.2 Cr in 2017 – 18).
- Ensuring full coverage of clients and agencies within the region. Handled agencies like Mindshare, Wavemaker, Carat, Lodestar, Hype N Hike, Vermillion, etc
- Responsible for maximizing client's ROI by suggesting good mix of mediums – Print, Digital and Radio.
- Key Clients: TIMEX, FAB India, Wave Cinemas, Yum Restaurants, etc).

June 2014 – September 2015

**exchange4media Group(Realty Plus)**

Assistant Manager – Sales and Business Development

- Responsible for managing top accounts of Realty Plus – India’s leading and Oldest Real Estate Magazine
- Creating new products / services to service the requirements of the real estate sector. Launched the Coffee Table Book - 'Realty Plus - India's Top 100 Luxury Projects of India (September 2015), 'Realty Plus – India’s Top 100 Developers'
- Organized 'Realty plus Conclave and Excellence Awards 2015 and 2014'. Responsible for Marketing & sales, sponsorship sales and event management.
- Key Clients – DLF, ATS, JAYPEE Group, Bestech, Supertech, Signature Global Assotech, SARE Homes, Gulshan Homes., etc

**Education**

- **PGDBM- Marketing** (Full Time) (2012-14) - GD Goenka World Institute, Lancaster University, UK.
- **BBA- Marketing** (Full Time) (2010-13) - GD Goenka World Institute, Lancaster University, UK.
- **Executive Strategic Digital Marketing and Analytics Program** (2021 – Ongoing) – IIM Rohtak
- **A.I.S.S.C.E**(10+2) Delhi Public School, Gurgaon, C.B.S.E, 2010
- **A.I.S.S.E**(10<sup>th</sup>) Delhi Public School, Gurgaon, C.B.S.E, 2008

**Extracurricular**

- Certified CrossFit Level 1 Trainer
- Captain-College Cricket Team (2012) and Team Retards (2013) and Team Panthers (2012) for Goenka Premiere League -GD Goenka World Institute, Lancaster University, India.
- Competed in Crossfit Games Open – 2018,2019 and 2020. Was ranked 250 in 2018 ,392 in 2019 and 407 in India.

**Personal Details**

- Date of Birth: 6<sup>th</sup> December 1991
- Contact Address: 1464, Sector 21 Gurgaon, Haryana
- Language Known: English, Hindi
- Interests : Powerlifting, CrossFit, and Cricket

**References:**

Can be provided

(Varun Verma)