

# VISHAK N. PILLAI

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## BRIEF OVERVIEW

- Sales professional with 11+ years of **Experience** in Media Industry having expertise in Sales, Client Servicing & Business Development.
- Currently associated with **Warner Media handling Ad Sales for POGO & Cartoon Network.**
- Looking for an opportunity to work, grow and gain in a competitive environment to fulfil both organizational and personal goals.

## WORK EXPERIENCE DETAILS

### March 2016 till date with POGO & Cartoon Network in South as Account Manager Sales

- Bengaluru - Handling clients like ITC foods, Wipro, Amazon, Flipkart, Himalaya, Unibic Biscuits.
- Chennai – Handling clients like Funskool, G M Pens, Hatsun Agro, VGP, Lotte, ITC Stationary etc.
- Kerala - Handling Kerala Tourism, Wonderla, Anna Kitex, Fruitoman, etc.
- Worked towards increasing revenue as well as yield y-o-y in the above markets.
- Achieved INR 12 crores nett on both channels put together from 75% of the clients from the region which is the highest ever achieved in South.
- Additionally, manage Digital Sales for [www.pogo.tv](http://www.pogo.tv) & [www.cartoonnetworkindia.com](http://www.cartoonnetworkindia.com)

### February 2013 till February 2016 with POGO in Mumbai as Associate Account Manager Sales

- Managed 30% of the regional revenue (INR 16 crores nett) and grew it consistently over the years with increase in Client base as well as increase in the existing client spends.
- Achieved FCT revenue over the years by increasing yield as well client share as compared to competition.
- Grew revenue through innovations by creating Clip TVC's, Tickers, Program Blocks, in-film integrations with popular characters and shows.
- Clients Manged - Parle Biscuits, Piramal, Abbott Healthcare, P & G, Camlin, Nivea, Inbisco, Star TV, Zee TV, Sony TV etc.
- Additionally, sold Promotional Licensing of our popular characters.

### November 2011 till January 2013 with RED FM 93.5, Mumbai as Senior Executive - Sales

- Interacting with the clients, their agencies and updating them about the various programming properties and events.
- New Business Development for the company by getting non radio clients and non-Red FM clients on board.
- Meeting Revenue targets for 49 stations across India.
- Managed clients across all categories: Automobiles, Gas, Lubricants, FMCG, Consumer Durables, Jewellery, Lifestyle, Paints, Beverages and others.

### October 2010 to October 2011 with Deccan Chronicle Holdings Limited, Mumbai as Executive Sales

- Managing revenue for Recruitment Advertisement in Mumbai.
- Worked on selling 'Career Chronicle' the recruitment supplement circulated in AP, Karnataka, TN.
- Worked with clients, agencies & overseas recruiters in Mumbai to increase revenue over previous year.

### October 2006 to March 2008 with Oberoi Multimedia Limited, Mumbai as Client Servicing and Business Development Executive

- Managing existing clients of the agency as well as pitch for new Clients for their 360-degree marketing requirements.
- Worked on clients like Shanu Spider Fittings, Priyagold Biscuits, Flair Pens, Lal Qilla Basmati Rice, etc.

- Aided the branding of Shanu as a major player in the Spider Fittings category and launched it in the Southern Market with various events and exhibitions.

#### **July 2006 to September 2006 with Axis Direct Advertising, Mumbai as Client Servicing Executive**

- Managing clients like ICICI Prudential, Royal Images Direct Marketing and Accor Services.
- Worked on their Print requirements for both internal as well as external communications.

#### **SUMMER INTERNSHIP PROJECT**

- Worked with M/s Berger Paints India Limited, Kochi, Kerala, for a period of 2 months with prime focus on the Brand perception, awareness and organizational changes brought about with the change in the brand name to Lewis Berger covering the whole of Central & Southern Kerala.

#### **CERTIFICATION**

- The Fundamentals of Digital Marketing by Google

#### **ACADEMIA**

<b>Degree</b>	<b>Specialiazation</b>	<b>College</b>	<b>University</b>	<b>Year of Passing</b>	<b>Percentage Score</b>
Master of Business Administration	Marketing & Operations	Rajagiri Centre for Business Studies	Mahatma Gandhi University	2010	60.52%
Bachelor of Mass Media	Advertising	Bhavans College	Mumbai University	2006	68.67%
Higher Secondary Certificate	Science	Vartak College	Maharashtra State Board	2003	55%
Secondary School Certificate	NA	Vidya Vikasini English High School	Maharashtra State Board	2001	72%

#### **SKILL SET**

- ❖ Excellent communication, analytical, problem solving, team building & relationship management skills with the ability to work under pressure and deliver quality output.
- ❖ Self motivated and focussed towards achieving end goals with excellent planning and organising skills.

#### **PERSONAL INFORMATION**

- ❖ **Contact Address** – C-12/70, BDA MIG Flats, 2<sup>nd</sup> Stage Domlur, Bengaluru - 560071
- ❖ **Date of Birth** - 21<sup>st</sup> April 1986
- ❖ **Languages Known** - English, Hindi, Marathi, Malayalam
- ❖ **Hobbies / Interest** – Enjoy reading Fiction, Movies/Series, Cricket, Food