

VISHAK N. PILLAI

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BRIEF OVERVIEW

- Sales professional with **13+ 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 Funkskool, 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 14 crores nett on both channels put together from 90% of the clients from the region which is the highest ever achieved in South.
- Additionally, manage Digital Sales for www.pogo.tv & 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

- Management Essential by Warner Media issued in Jan 2022.
- B2B Marketing on LinkedIn issued in Dec 2021.
- Digital Strategy by LinkedIn issued in Nov 2021.
- Social Media Marketing Foundations by LinkedIn issued in Nov 2021
- The Fundamentals of Digital Marketing by Google issued in Jan 2020.

ACADEMIA

- Online Executive Education Programme in Strategic Digital Marketing & Analytics from Indian Institute of Management, Rohtak in 2022.
- Master of Business Administration from Rajagiri School of Management affiliated to Mahatma Gandhi University specialising in Marketing & Operations in 2010.
- Bachelor of Mass Media from Bhavans College affiliated to Mumbai University specialising in Advertising in 2006.
- Higher Secondary and Secondary School Certificate from Maharashtra State Board.

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, 2nd Stage Domlur, Bengaluru - 560071
- ❖ **Date of Birth** - 21st April 1986
- ❖ **Languages Known** - English, Hindi, Marathi, Malayalam
- ❖ **Hobbies / Interest** – Enjoy reading, Content Junkie, Fitness Enthusiast, Cricket Crazy, Live to Eat!