

RAGHVENDRA SINGH BHADAURIA

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PROFESSIONAL SNAPSHOT

- ↳ Presently working as **Key Account Manager** , **Sati Seeds** ,Ujjain (M.P.).
- ↳ Worked with **Bharti Telemedia Ltd.(Airtel DTH Services)**,Gurgaon as **Marketing Executive**.
- ↳ Worked with **Bharti Telemedia Ltd.(Airtel DTH Services)** ,Gurgaon as **SCM Executive**.
- ↳ Worked with **Radico Khaitan Ltd.** as **Sales Promoter**, Mathura (U.P.).
- ↳ Quick learner and highly energetic having a keen aptitude for learning and productively applying new knowledge efficiently & resourcefully.

Work Experience

Organization: Sati Seeds

Title: Key Account Manager (Marketing & Planning)

Location : M.P.

Duration: Oct'2020 - Present

Role:-

➤ **Marketing, Strategic Planning and Development-(40%)**

- ↳ Development and Execution of strategic projects initiatives/actions to expand Company's new market/growth opportunity.
- ↳ Identifying market opportunities such as new product concepts portfolio bundling in specific segments and customized programs with Distributors/Retailers/Vendors/Growers.
- ↳ Conducting competitive analysis and market research to identify new market opportunities and areas to enhance GTM strategy.
- ↳ Developing demand generation strategy & programs to create pull at distribution, retailer and grower levels. Drive regional level OTG (On the Ground) sales consumption for demand generation products.
- ↳ Coordinating and liaison with State Agriculture Departments, State Seeds Corporations/Cooperatives, State Seed Certification Agency regarding marketing , stock reconciliation activities.

➤ **Implementation of Marketing Initiatives-(40%)**

- ↳ Execution of tactics from strategic project marketing plans, pricing and programs in conjunction with sales, field development and service team in assigned geography/region.
- ↳ New strategic initiative launches, marketing programs and brand positioning and supporting regional sales teams on the proper implementation and interfacing with regional customers' marketing, sales, field development, and customer service teams.
- ↳ New product pre-launching and launching new activities and ensures key milestones are on-track.
- ↳ Drafting and proposal of communication campaigns, for relevant channels/ touch points, that are cost effective and highly impactful.
- ↳ Devising appropriate strategy for establishing the Brand Image of the products through Marketing Communication related activities including ATL, BTL, Social Media & Direct communication to customer.

➤ **Sales & Support-(20%)**

- ↳ Identifying and research for new potential distributors, dealers, growers and vendors in target markets.
- ↳ Meeting with customers and dealers to receive their feedback about quality of seeds, deficiency in products or services.
- ↳ Coordinating implementation of the go-to-market strategies with regional teams, aligns customer focused initiatives with go-to-market objectives.
- ↳ Monthly Stock reconciliation and evaluation of Sales and Marketing activities against the targets fixed.
- ↳ Developing and implementation of various offers, schemes for retailer/growers in line with goals.

- ↳ Supporting sales team in implementing marketing lead customer targeting initiatives.
- ↳ Availability of required inputs like Packing material, literature, labels, banners, leaflets, posters ,POP etc. and logistics support.
- ↳ Participation in all management team and regional sales team meetings, and marketing meetings.

Organization: Bharti Telemedia Limited-(Airtel DTH Services)

Title: Marketing Executive (Content & Ad-Sales)

Location : Gurugram

Duration: Dec'17- Sep'20

Role:-

➤ **Ad-sales: Managed Business line of Rs 50+ Cr. Yearly**

- ↳ Generation of revenue through alternate business channels for Airtel digital TV (Airtel DTH).
- ↳ Monetizing home properties (Default channels, Boot up screen, EPG etc.) by working with 3rd party brands and media/ad agencies & channel content partners.
- ↳ Relationship Management with Media Agency & Channel Partners to generate more business.
- ↳ Developed innovative advertising properties as a stable additional stream of revenue.
- ↳ Review all new campaign requests to ensure all campaign information and targeting is supplied, pricing is correct and there are no inventory clashes of the campaigns.
- ↳ Serve as the authority on creative content to ensure everything received is in line with our technical specifications.

➤ **Content Strategy, Procurement and Alliance :-**

- ↳ Managed overall 500+ linear channels, content aggregators and syndication agencies to acquire linear, OTT & VOD content at best possible rates.
- ↳ Marketing supports to procure promotional material from broadcasters.
- ↳ Creating BTL campaigns like TVC, SMS , Missed-call Number and On-Screen Display (OSD) for existing subscribers.

➤ **Market Study & Analytics:-**

- ↳ Competition mapping in terms of content, packaging and bundle offerings.
- ↳ Keeping track for content consumption pattern via BARC ratings and consumer studies.
- ↳ Identifying new content trends & strategic initiatives for national & international content.
- ↳ Channel launch/deletion: ensuring the channels are enabled/ disabled to all suitable subscribers via managing Re- push management & group CAS system.
- ↳ Website/Leaflets update for New TV channel launches & removals.

Organization: Bharti Telemedia Limited-(Airtel DTH Services)

Title: SCM Executive

Location : Gurugram

Duration: Feb'16 –Nov '17

Role:

➤ **Import**

- ↳ Handling Import Documents & Receiving Pre-alerts from vendors & coordination with CHA for timely Custom clearance of Customer Premises Equipment's – Such as Set Top Box, Dish Antenna, Cable, LNBF, Connectors, Remote Control, Smart Cards, Adaptors, ODU and Networking Items.
- ↳ Checking Import shipping documents & ensure that it complies with the Contract & PO.
- ↳ Tracking & Monitoring of Custom Duty Payment and Fund forecast to Finance team.
- ↳ Delivery of shipment to Mother-warehouse & Network operation center within TAT.
- ↳ End to End handling of all Inward material regularization, including cost capturing of Import Freight, Custom Duty, Broker Charges & Local Transportation Cost, Reconciliation & Payments.

➤ **Vendor Management**

- ↳ Coordinate & Assist to bring on-board new vendors, handling vendor complaints to concerned departments, aware vendor about Airtel I-Supplier portal activity, its uses, advantages & way of working it.
- ↳ Invoice Processing, Payment tracking and follow-up with internal Team (W/H, DMS, CSS, IP team, cash &

bank team) making payments to suppliers & vendors as per TAT.

- ↳ Follow-up for Timely payments of agreement renewal fees from Channel Content Partners ,Vendors & payment release to existing Channel Content Partners.
- ↳ Managing external vendors relations with operations department.
 - **MIS**
- ↳ Maintaining & publishing Custom clearance reports & Bill of Entry Dashboard on daily basis to team.
- ↳ Preparing various reports on weekly basis such as Payment Reports,CPE (STB vs VC) Uploading,Purchase Order & Status report of import shipments.
- ↳ To assist HOD management in various data generation & analysis in consultation with system department.
- ↳ Month end closing activities and further submission of all transactional reports to HO Finance Team.
- ↳ Handling end to end reconciliation with Finance & Other Department teams for timely and correct books closure.

Organization:Radico Khaitan Ltd.

Title: Sales Promoter

Location : Mathura (U.P.)

Duration: Apr'13 –Apr'14

Role:

- ↳ Running Promotional & Marketing Activities for over 10 different liquor & wine product categories.
- ↳ Responsible for expansion of Sales & Network, Supply & Distribution in the defined area.
- ↳ Close supervision of a larger team of distributors, salesmen & merchandisers.
- ↳ Analyzing Sales Figures and Forecasting of future Sales.
- ↳ Managing Stock Levels.
- ↳ Analysis and studying competitors on timely basis.
- ↳ Daily, Weekly & Monthly reports.

INTERNSHIP

Organisation: WiFi Soft Solutions Private Ltd., Pune

Title: Exploring The Potential of Wi-Fi in Hospitality Sector in Pune Region

Duration: 2 Months

Role: Management Trainee

Synopsis: The project was aimed at understanding the feasibility of WiFi in business hotels in Pune region. The study involved the penetration of Wi-Fi in business hotels and how company could identify their potential customers and provide better service and product.

EDUCATION CREDENTIALS

2014-15	Executive Programme In Insurance & Risk Management, IIRM-Hyd, Secured 76.16%
2010-12	PGDM (Marketing) from MIT-SOB (AICTE Approved), Pune. Secured 60%
2005-09	B.E. (Information Technology) from NRIITM, R.G.P.V. University, Bhopal. Secured 67%.
2005	XII from Saroj Inter College, Gwalior, Secured 67%.
2002	X from St Paul's, Gwalior, Secured 58%.

Professional Certificates

- **UI/UX Beginners** e-certificate from Great Learning Academy.
- **Introduction to Digital Marketing** e-certificate from Great Learning Academy.
- **Digital Marketing 101** e-certificate from Simplilearn.

IT FORTE

- ↳ Well versed with Oracle E-Business Suite ERP (SCM, Inventory, PO & Payable Module)
- ↳ MS-Office and Internet Applications.