**Date: 12-12 -2017**

**Anilkumar Raghavan**

GSM +9497009419

E-Mail: arn14256@gmail.com

Dear Sir,

**Sub: Manager – Media Handling / Business Development / Marketing / Client Servicing / Brand Building / Operations**

I would like to express my utmost interest on applying this position in your prestigious company; I have completed my post graduation (M.Com. Cost Accountancy & Financial Management) from Kerala University and having more than 25 years professional Gulf experience in Advertising & Marketing Industry –Specially, Media handling, Business Development, Advertising & Marketing Activities, Client Servicing, Promotions, Events & Exhibition, PR, Printing & Production, Admin. and well experienced in all ATL & BTL Branding.

Please find enclosed the curriculum vitae for your kind perusal.

Thanking You

Yours Sincerely

Anilkumar Raghavan

GSM +91 9497009419

**Anilkumar Raghavan**



**Career Objective**

To accomplish a rewarding career in the world of Mass Communication to prove worthy of my capabilities and to achieve excellence. Contribute to the fullest extent and maximum possible for the development of the employing organization and self.

**Strengths**

Proficient in oral and written communication abilities with excellent analytical skills. Highly professional approach, hardworking, high sense of responsibility, negotiating, self-motivated, self-training skills and good team player with leadership qualities.

**Service Profile**

**M/s AlIstiqama National Trading, Sultanate of Oman**

**Designation : Marketing Manager**

**Service Period : till Dec.2016 – May 2017**

**Job Description**:ProvidingTotal Facility Management Service to various clients like Orpic, Petrofac, Larsen & Tubro, etc. Existing client servicing, new business development, operations, brand building, etc.

**M/s Alpha Graphics, Muscat, Sultanate of Oman**

**Designation : Marketing Manager**

**Service Period: 2013-2016**

**Job Description:** ProvidingTotal Advertising and Marketing Consultancy Services (ATL & BTL) to various clients. Total below-the-line jobs, Indoor and outdoor signs, digital printing, engraving and etching etc., Organizing Events, Entertainments, Exhibitions, Seminars, Conferences, Product launch, Trade shows etc.

**M/s Key Business Group, Dubai, UAE**

**Designation : Marketing Manager**

**Service Period: 2005 –2011**

**Job Description:** ProvidingTotal Advertising and Marketing Consultancy Services (ATL & BTL) to various clients. Organizing Events, Entertainments, Exhibitions, Seminars, Conferences, Product launch, Trade shows etc

**Major** Clients: Bentley Me, Gsk, Dewa, Sewa, Pure Magic Events & Entertainment.

Major Projects handled : India Investment Show 2007 held in Crown Plaza, Dubai on 3 & 4 Feb.2007

**M/s Euro RSCG Promopub FZE, Dubai Media city, Dubai, UAE**

**Designation : Media Buying Coordinator**

**Service Period : 2001 – 2005**

Job Description:Assist the Media Manager and planner by arranging space buying from press, TV, Radio, Cinema, Online media, Outdoor, etc., cost negotiation with media, position negotiation, buying space for special operations, sending release orders, booking confirmation with media, sending material to respective media after checking the material, coordinating with media for special operations like inserts/ sampling, maintaining media library, updating the media rates, build and maintain the media suppliers list including contacts and updating it from time to time, maintaining preliminary accounting including invoicing, build and maintain good relationship with

the clients of the company and all media suppliers, coordinate with the client, client service department, PR department, creative department in terms of materials that will be used for the advertising campaigns, maintaining harmonious relationship with all colleagues in the department including other staff of the company, , day-to-day checking with media for a smooth running campaign, provide make good date for missed/rejected Ads, arranging new visuals for censorship approval, collection of used material after the campaign, suppliers invoice control, make sure to get all free entitlements from the media like agency commission, volume bonus, free ads, annual rebates, special discount for prompt payment/exclusive ad etc.

**Clients:** Chanel, Puig, Sogedimo, Ysl Beaute, Air France, Evian, Allied, Saudi Arabian Airlines Etc.

**M/s. Galaxy Advertising, Dubai, UAE**

**Designation: Marketing Manager**

**Service Period: 1996 – 2000**

Job Description: Marketing of Below-the-line jobs and Business Development. Brand BuildingOrganizing Events, Entertainments, Exhibitions, Seminars, Conferences, Product launch, Trade shows Corporate gifts etc.

Clients: ADCB, Yateem Group, Bently ME

**M/s Al Hamra Graphics Advertising, Abu Dhabi, UAE**

**Designation: Manager**

**Service Period: 1992 – 1995**

Job Description: Managing and supervising entire department Media Dept., client servicing,

Marketing and production, Client servicing to the existing clients and developing new

Business. Organizing Events, Entertainments, Exhibitions, Seminars, Conferences, Product

launch, Trade shows etc.

Clients: Nbad, Adcb, Union National Bank, Adnoc, Adnoc-Fod, Safilo, Yateem Group,

Federal Foods, Lulu Group, Shakey’s Pizza Rest., Forte Grand Hotel Abu Dhabi.

**M/s Dar Al Masira Advertising, Abu Dhabi, UAE**

**Designation: Account Executive**

**Service Period: 1991 – 1992**

Client servicing to the existing clients and developing new business.

Client: National Bank of Abu Dhabi, Bank of Baroda, Yateem Optician.

**M/s Al Fahd Advertising Agency, Abu Dhabi, UAE**

**Designation : Media /Account Executive**

**Service Period : 1988 – 1991**

**Job Description** : Media planning, media scheduling, cost scheduling, date scheduling, cost negotiation with media, position negotiation, media deal finalization, buying space, sending release orders, booking confirmation with media, sending material to respective media after checking the material, updating the media rates, maintaining and up-dating the media contacts

Client servicing to the existing clients and developing new business. Organizing various Promotions and sponsored supplements, Coordinating with offset printers for printing and supply of Catalogues, Magazines, Manuals, Brochures, Folders, Posters, Stickers, Calendars, Booklets, Banners, Business cards, shopping bags, Envelopes, Labels, digital printing on paper and plastic, customized ID Cards, etc., screen printing on all media, outdoor and indoor sign manufacturers, organizing POS material, etc.

**Clients:** Nbad, Adcb, Unb, Adnoc, Adnoc-Fod, Zadco, Ministry Of Interior, Abu Dhabi Police, Yateem Group, Lulu Group Etc.

**M/s Arab Advertising Agency W.L.L, Bahrain**

**Designation : Assistant Media Manager**

**Service Period : 1984 – 1988**

Job Description **:** Assist the Media Manager for Media planning, media buying, media scheduling, cost scheduling, date scheduling, cost negotiation with media, position negotiation, media deal finalization, media monitoring, PR handling etc

**Clients:** Philip Morris, Batelco, Toshiba, Pepsi, Alba, Rado, Swan Stabilo, Turkish Airlines, Diplomat Hotel, Holiday Inn, Kuwait Technical Office etc.

**Educational Qualifications**

**M.Com..** Cost Accounting and Financial Management optional, University of Kerala, India

(course completed only)

**B.Com.** Cost Accountancy optional, University of Kerala, India

**PDC** Economics University of Kerala, India

**SSLC** Board of Public Exam, India.

**Software Proficiency**

* MS Office
* Nyosis Advertising software
* Graphic Designing (Basic)
* Quick Book

**Major Skills**

Reading text; Document use; High level Numeracy; Writing; Communication; Working with others; Problem Solving; Decision making; Critical thinking; Multi-tasking; Job task planning and organizing; Significant use of memory; Finding information; Negotiation; Go-Getter; Result oriented; Frequent travelling; Computer use; High speed typing; basic graphic designing; Continuous learning.

**Personal Profile**

* Marital Status : Married, with two children Gender :
* Languages known - written : English, Hindi, Malayalam
* Languages known – spoken : English, Arabic, Hindi, Malayalam
* Hobbies : Music, Movies, Travel & Cooking
* Date of birth : 14/02/1956
* Reason for change : Better prospects

**Contacts**

* Contact Number : +91 9497009419 / 9496738320
* Emergency Contact : +918281779419
* Mail ID : [arn14256@gmail.com](mailto:arn14256@gmail.com) / drnishachem@gmail.com
* Whats App ID : +91 9497009419
* Skype ID : +91 9497009419
* Contact Address : Shree Shankaraa, Souharda Nagar 60

Kilikollor Post, Kollam Dist, Pin 691004,

Kollam, Kerala, India.

**4256@gmail.com nishachem@gmail.co**

**Countries visited**

* Australia, Bahrain, Kish Island, Sultanate of Oman,
* Singapore, Sri Lanka & United Arab Emirates

**About Myself**

I consider myself as an individual who cherishes challenges and likes to go after success. Having good communication skills, willingness to work hard helps me execute the challenges to achieve objectives set before me. My ability to catch up quickly with upcoming digital technologies and trends in my area of work have helped me greatly in keeping myself competitive and trust this quality would be a valuable asset for the organizations I would work for.

The above details are true and accurate to the best of my knowledge.

Signed

Anilkumar Raghavan