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*Anitha Suresh*  
MARKETER

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## PROFILE

MORE THAN 10 YEARS OF EXPERIENCE IN BUSINESS DEVELOPMENT, CLIENT RELATIONS AND TEAM MANAGEMENT. PRESENTLY ASSOCIATED WITH DESIGNER PUBLICATIONS KERALA PVT LTD; KOCHI.

## SKILLS

- Generating new business leads.
- Effective communication with clients.
- Coordinating day to day marketing activities with the team.
- Coordinating video production works.
- Proficient in Microsoft office and internet.

## PROFESSIONAL EXPERIENCE

### ADVERTISING MANAGER — MARKETING:

**Designer Publications Kerala Pvt Ltd**  
**from June 2016 till date**

#### Achievements

- Successfully launched first Architectural Magazine in Regional Language - Kannada named "SAAKRUTI"

#### Responsibilities

- Generating new business
- Effective Online and offline communications with clients

## OBJECTIVE

PROFESSIONAL DEVELOPMENT AT A DYNAMIC ENVIRONMENT WHERE I CAN USE MY SKILLS AND EXPERIENCE FOR COMPANY'S PROFITABILITY.

## PERSONAL INFORMATION

### DATE OF BIRTH

25th April 1977

### MARITAL STATUS

Married

### HUSBAND'S NAME

R Suresh Babu

### FATHER'S NAME

K A Raveendran

### NATIONALITY

Indian

## PRESENT ADDRESS

Kadhanika, Mangatt Lane  
Near Polonica, Kaloor -Kadavanthra Rd.  
Kadavanthra, Ernakulam -682 020

## ASST. MANAGER — MARKETING:

**Sumbav Communications Pvt Ltd from March 2015– May 2016**

Responsibilities :

- Generating new business by the marketing team
- Effective Online and offline communications with clients
- Being part of company's marketing strategy improvement
- Training the marketing team.

## BUSINESS MANAGER

**Celesttia Media Productions from 2008 - 2015**

Responsibilities :

- Managing Marketing Team
- Generating new business
- Effective Online and offline communications with clients
- Coordinating Marketing and Designer team's day today activities
- Video / Photography production coordination
- Vendor Coordination
- Media Buying Clients Handled :  
Club Mahindra, Sreerangom CVN Kalari  
Chikilsa Kendram, BTI, CBIT, Ambica College of Nursing, Highness Interiors,  
Choice Furn Tech, Ergoline,  
Dorado Design Studio,  
Aim High Communications,  
Manjushree Group of Institutions,  
Cherry Plastics Pvt Ltd, PNSIT,  
Chairman venvert.

## CLIENT RELATIONS

**Highlight Communications – 2007 – 2008**

Responsibilities :

- Generating New Business for space selling (ads in Southern Indian Railway Tickets )
- Administration

## TEAM LEADER

**World Space Satellite Radio– 2005 – 2006**

- Joined as Marketing Executive and got promoted as team leader in 3 months

Responsibilities :

- Leading and guiding a team of 15 sales executives to achieve their monthly sale target.

## CLIENT SERVICE EXECUTIVE

**iB&W Communications – 2003 - 2005**

Responsibilities :

- Client Relations on a daily basis
- Day to day Accounting
- Media Buying

Clients Handled

- BSNL, MPEDA, Kitex In House

## MARKETING EXECUTIVE

**Malayala Manorama – 2001 – 2003**

Responsibilities :

- Generating new subscriptions for magazine **The Week**.

## EDUCATION

**M .Com.** – Course Completed  
Bharath Matha College  
Mahathma Gandhi University

**B . Com.** – Providence Women's College  
University of Calicut - 55%

**+2 in Com.** – Jawahar Navodaya  
Vidyalaya, CBSE – 61%

**Other Qualifications:** E-Commerce - 62%

## PERMANENT ADDRESS

Plachickal House, Champakkara P.O.,  
Karukachal - 686 540