**Bhakti Balkrishna Kulkarni**

**Mobile No: 8390994455 Email Id:** **kbhakti24@gmail.com**

* **Master in Business Administration (MIT Pune) - 2010**
* **Bachelor of Commerce (Costing) - 2007**



**SALES & MARKETING PROFESSIONAL**

**Extensive experience in Sales & Marketing operations with Business Majors**

* High-performing professional with experience in optimizing business operations, business development, expansion of marketing network while managing and understanding competition, consequently achieving and providing high productivity standards.
* A systematic, organized and dedicated team player with an analytical bent of mind determined to be a part of a growth-oriented organization.
* Exceptional liaising skills in key account management and business development
* Exceptional skill sets of utilizing resources, improving and mapping processes
* Multilingual with proficiency in English, Hindi, Marathi.

**BASKET OF KEY COMPETENCIES**

Business Development and Strategy Sales Planning & Execution, Key Account Management, New Market Development, Channel Management, etc.



**PROFESSIONAL EXPERIENCE & ACHIEVEMENTS**

* **LEXICON MEDIA PVT LTD (Pune Times Mirror)** (Chief Manager - Apr’21 to Oct’24)

Rebuilding brand image

Responsible for ad-space selling through print as well as digital mediums

Responsible for business through events and sponsorships

Developing new clients through conceptual selling

Responsible for growth in the existing assigned portfolio through cross-selling or up-selling

Ensure delivery of high quality customer support and act as a liaison between top tier clients and management.

Develop and implement sales strategies to drive revenue growth and increase market share in the print media segment.

Cultivate strong relationships with clients and advertising agencies to understand their business needs and deliver tailored advertising solutions

Provide regular sales forecasts, reports, and analysis to management to track performance and identify areas for improvement.

Attainments:

Activated corporate clients like Icon Steel, K-nest, etc.

Serviced top clients like Godrej, Puravankara, Shapoorjee, Kolte-Patil, VTP, etc

* **SOUTH ASIA FM LTD (Red FM 93.5)** (Senior Accounts Manager - Aug’19 to Apr’21)

Responsible for Radio ad-sales through FCT as well as NTR business through tie ups, sponsorships, etc.

Responsible for growth in the existing assigned portfolio through cross-selling or up-selling. Ensure delivery of high quality customer support and act as a liaison between top tier clients and management.

Suggesting client the advertising techniques basis product specifications. Designing and strategizing plans for the clients considering their needs. After Sales Service.

Strategizing business basis competition mapping and market trends. NBD.

Attainments:

Activated corporate clients like Finolex Pipes, Finolex Cables, Kinetic, Tata Steel, HDFC Bank, Samsung Mobiles, Samsung Pune, etc

Got eligible for Yearly Incentive Scheme basis performance.

In the very first quarter, managed to login the multy-city deal, for which got appreciation from COO. 90% of the portfolio built through NBD.

* **LOCON SOLUTIONS PVT LTD** (Senior Accounts Manager - Sep’17 to Aug’19)

Proactively lead a joint partner planning process that develops mutual performance objectives, financial targets, and critical milestones associated with a productive partner relationship.

Ensure delivery of high quality customer support and act as a liaison between top tier clients and management.

Market Penetration

Proactively lead a joint partner planning process that develops mutual performance objectives, financial targets, and critical milestones associated with a productive partner relationship.

* **MAGICBRICKS REALTY SERVICES LTD.** (Accounts Manager - Nov’16 - Sep’17)

Ensure delivery of high quality customer support and act as a liaison between top tier clients and management.

Maintain each customer’s portfolio updated and record client’s product preferences accordingly. Generate monthly reports.

Correspond with CR team and client to bridge any gap among customer preferences and company produce.

Responsible to resolve the issues faced by the clients in regards with the service or others.



**Skills:**

* Strong sales acumen and negotiation skills
* Excellent communication and interpersonal skills
* Proficient in CRM software (e.g., Salesforce) and Microsoft Office Suite
* Deep understanding of print media industry trends and advertising strategies
* Ability to work independently and collaboratively in a fast-paced environment
* Results-driven with a track record of exceeding sales targets

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