

SUDAMA SAHU

Postgraduate, 14 yrs of experience in marketing solutions, marketing communication and client management.

Have a strong record in creating strategies, conceptualization and content development of business communication and produce a record-high response in a range of media. I am proficient in research and providing in-depth solutions to client for product launches/development, branding, corporate reputation, crisis management and other diverse marketing activities. My expertise is in digital marketing, traditional marketing, internal communication, Corporate PR, Events, and Promotions. Multi-tasking, I always contribute to organization meeting aggressive goals. An Extremely organized and innovative professional, I am a senior management executive with an entrepreneurial spirit, leading the business unit. As a solution-oriented manager and providing quick intellectual responses, I have successfully managed complex business initiatives, exceptional communications challenges, change in customers' perception and achieved an exceptional result. I want to have learned, grow and welcome new responsibilities and skills. My goal is to provide marketing solutions as a senior position in a reputed company.

Mumbai, Maharashtra

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+91 8097158971

Willing to relocate: Anywhere



WORK EXPERIENCE

Senior Account Manager

Raka Reputation Management Services Pvt. Ltd - Mumbai, Maharashtra

September 2013 to Present

- For 30+ clients, provided marketing solutions and executed promotion in digital/traditional media.
- Collaborate with CEO in research, identify opportunities and implement of 4 new services in the market.
- Managed exceptional communications challenges and change in customers' perception, which includes the brand revamping of client "StockHolding", resulting in 43% increase in young Demat account holders and created nationwide awareness of Rice bran oil as the healthiest oil, for client "SEA of India".
- Ideated and presented integrated marketing thoughts and communication solution to 42 new clients in the last 6 years. Oversee B2B marketing and build agency's reputation that generated 57% client growth.
- Researched, developed and implement integrated communication (viz. Public Relations, Corporate Reputation, Stakeholders meet, Statutory/Marketing advertisement, Social Media ORM, Investor Video, Outdoor and TV) for equity mobilization mandates of more than 38 clients from diverse industries.
- Led the business unit, attaining the business objective, profitability and supervise 7-member team.

Achievements:

- Managed corporate IPO communication for more than 180 brands in the last six years.
- Proven record in managing integrated campaigns that increases sales and change in brand perception.
- Awarded from Director for expanding client base by 57% that propelled 25% of new annual sales.

- Maintained No. 1 agency position for two years, as far as No. of IPO/Debt offers mandates managed. (Source Prime Database).

Client Servicing Executive

Forecast Advertising - Mumbai, Maharashtra
January 2013 to August 2013

- Partnered with IndusInd bank to deliver creative solutions and design services. Collaborated with the design team to ensure that all creative ideas are presented properly.
- Created and delivered very specific, memorable ATL and internal communications. Served as an assistant Copywriter and delivered marketing collaterals of clients as per schedule.
- Conceptualized and developed content for magazine ads, digital ads, emails, direct mail campaigns.
- Designed on-brand and on-message professional annual report. Intelligent and graphical representation.

Sales and Source Executive

Marisa International / Lotus Global Pvt. Ltd - Mumbai, Maharashtra
March 2010 to October 2012

- Map client's stationeries requirement, sample creation and new product development. Sourcing papers.
- International standard quality delivery, production to specifications and ensure third-party inspection.
- Diversified print options delivered by arranging special papers or special colors or any such design.
- Created proposal compilation, project operational/delivery documents and customer services.
- Apart from in-house productions, overall managing the activities through external vendors to provide benchmark service and timeline deliveries for sourcing.

Achievement:

Client MeadWestvaco facilitated our company for completing a major delivery after third-party inspection.

Client Servicing Executive

Print House India Private Limited - Mumbai, Maharashtra
June 2007 to August 2010

- Handled overall pre-media services and print production of Axis bank and ICICI bank, for their marketing collaterals such as Brochure, customer kits, account opening forms etc.
- Designed and packaging development of Welcome kit for bank, branch display and consumer goods products, with innovation in papers and packaging.
- In acute timeline handled mass printing of Publisher books and Annual reports.
- Manage security and variable printing such as Bank statements and telecom scratch coupons

Sales Representative

JenBurkt Pharmaceuticals Ltd - Mumbai, Maharashtra
May 2005 to May 2005

- Visit doctors in assigned territory and at hospitals for maintaining company relationship and generating sales to achieve sales target.
- Send weekly reports to seniors and respond with appropriate actions in an acute timeline.
- Ensuring product availability in the market by retail follow-up and co-ordination between stockiest and company for sufficient inventories.



EDUCATION

PGDBM in Media and Communications

Welingkar Institute of Management

BSC in Physics

Mumbai University - Mumbai, Maharashtra



SKILLS / IT SKILLS

Marketing communication (8 years), Marketing strategies and campaigns (6 years), Marketing collaterals and support (6 years), Corporate PR (4 years), Corporate identity program (5 years), Focus group & market research (4 years), Media buying and planning (3 years), Creative leadership (6 years), Copy writing and editing (3 years), Event Management (4 years), Dynamic, written and Presentation (4 years), Organization skills



ONLINE PROFILE

<https://twitter.com/@SudamaSahu>

<https://www.linkedin.com/in/sudama-sahu/>



CERTIFICATIONS AND LICENSES

Certified Marketing Manager

May 2019 to Present

Credential: <https://www.vskills.in/certification/57536-certified-marketing-manager-sudama-sahu>

Google Adwords

March 2020 to April 2021

Credential: <https://skillshop.exceedlms.com/student/award/47129156>

Google Analytics

March 2020 to March 2023

Credential: https://analytics.google.com/analytics/academy/certificate/urw9e_xSRR-2wrayeeZuKw

Social Media Certified (Hubspot)

March 2020 to April 2022

Credential: <https://hubspot-academy.s3.amazonaws.com/prod/tracks/user-certificates/2fcd5f0979014cd39ee4ac1f74e69d89-1585634537706.png>

Certified Capital Market Professional from NSE

September 2019 to Present

Credential:<https://drive.google.com/open?id=1AxyuQehGVShpFJvNlm04UhI8Qzx-WPZ6>



PROJECTS / PAPERS PRESENTED

Folder link for the article published in Newspaper

<https://drive.google.com/open?id=1YHPpdOkfZTdIWxbBOTSTMn3QcRYrcISh>



ADDITIONAL INFORMATION

Visit the below link for my portfolio:

https://docs.google.com/presentation/d/e/2PACX-1vT_frQg_AwQEplKgXPpcUI9PI-RR-0bli55Ny-NWD9BgqhDzYKuWE_82eVR-yACIAVwRVdgateEZr1A/pub?start=true&loop=false&delayms=10000

Technical skills:

- Writing, editing, proofreading, press releases and writing advertising copy
- Proficient: Designing in Corel Draw, Microsoft Office including PowerPoint
- Proficient: Digital marketing performance reporting, marketing analysis and suggestions
- Website restructuring suggestion and website content development
- Development of training material and conducted hands-on training sessions