

Mamta Muralidharan

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Career Objective

Marketing professional with 3 years of experience in a business environment. Looking to secure a marketing coordinator position with leading Brands so as to assist with successful execution of Marketing Communication strategies.

Skills & Abilities

Adobe Photoshop

Adobe Illustrator

Campaign Management

Digital Marketing

Excellent Client Servicing skills

Ability to Multi-task

Good Team Player

Strong Interpersonal Skills

Project Management

Experience

ACCOUNT SUPERVISOR | FORECAST BRANDCOM | JAN 2017- MAY 2018

Forecast is a full service, integrated creative communication house based in Mumbai, India. My role as a Client Servicing personnel involved providing end to end support for all client marketing communication needs.

- Managed Clients from Banking and Finance, Energy & FMCG Industry
- Understood the client brief and coordinated with creative team for the timely execution of marketing collaterals like Brochures, Banners, Leaflets, Posters, Newsletters, Standee, Dangers and Digital creatives like Mailers, Social Media posts, Microsite and Website.
- Ideated and coordinated with internal team to support the client with development of various digital campaigns and initiatives.
- Monitored market trends to suggest product innovations and promotion ideas to help client grow their products.

KEY ACCOUNT MANAGER | VALUE DIRECT COMMUNICATION PVT.LTD. | MARCH 2016 - JUNE 2016

Value Direct is a lead generation & target marketing company in India that uses Social Media, SMS & Email marketing to help their Clients get new customers. As a Key Account Manager my responsibilities were

- Engaged in new client acquisition and retention of existing clients
- Generated revenue by identifying and engaging with the Digital Marketing heads and Marketing Managers of leading banks in India
- Understood needs of the prospects and built proposals in accordance to their requirement
- Coordinated with internal teams to deliver a campaign to the satisfaction of the client.

ADVERTISEMENT EXECUTIVE | BUSINESS STANDARD PVT. LTD.| AUGUST 2014 - FEBRUARY 2016

Business Standard is the third largest Indian English-language daily newspaper published by Business Standard Ltd (BSL). The newspaper primarily covers the Indian economy, India and international business and issues. As an Advertisement Executive my responsibilities were

- Generated Ad-sales revenue
- Interacted with Banks, Automotive Companies, Industry Associations, Event management companies, Educational Institutes and Pharmaceutical companies for revenue generation.
- Estimated the revenue generation for a period by communicating and developing relations with Clients and concerned advertising agencies.

BUSINESS DEVELOPMENT EXECUTIVE | NAETHANZ MANUFACTURERS & TRADERS PVT. LTD.| JUNE 2013 – NOVEMBER 2013

Nathan Manufacturers and Traders Pvt Ltd is a supplier, manufacturer and exporter of leather bags, shopping bags, belts, men wallets etc. As a Business Development Executive my responsibilities were

- Interacted with International and Domestic leads and converted them to customers
- Presented new products and services to enhance the existing business relations
- Worked on the Product development and design in coordination with Client and the R&D team.
- Involved in price estimation depending on the preference of products and features.
- Negotiated with the clients and provided them with best alternatives suiting their requirements.
- Coordinated with various departments to ensure the product development and delivery on time

MARKETING VOLUNTEER | ATMA (NGO)| JUNE 2012 - JULY 2012

Atma is an accelerator for NGOs and social enterprises working in the education sector. It empowers grassroots education NGOs to increase the impact of their work by providing skilled associates. As a Marketing Volunteer my responsibilities were

- Helped the organization and its partner organisation with Marketing activities for Mumbai Marathon 2013.
- Developed a database of potential companies for Fundraising
- Engaged in corporate calls to ensure maximum participation for Marathon
- Organized Atma Marathon Workshop for partner NGOs and NGOs new to the event
- Developed Marketing materials like posters and e-mailers for partner organisation
- Developed Pledge Kit to facilitate fund-raising for partner organisation.
- Facilitated the registration of partner organisation for the Mumbai Marathon 2013.

Education

- **Master of Business Administration** | 2010 - 2012 | Rajagiri College of Social Sciences, Kochi
- **Diploma in Advertising & PR** | 2008 | Welinkar Institute of Management Development and Research, Mumbai
- **Bachelor of Management Studies** | 2007 - 2010 | SIES College of Arts, Science & Commerce, Navi Mumbai
- **Certified Digital Marketing Masters** | 2016 | Digital Vidya