

# SHRAVAN PALAYAM SRINIVAS

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Seeking management trainee or equivalent positions in Marketing / Market Research with an Organisation of repute.

Location Preference: Hyderabad, New Delhi, Bangalore or Mumbai.

## SYNOPSIS

- ⇔ **Worked with an Online Ad Network as a Publisher Development Associate.** Generated ideas to acquire Publishers via various online channels
- ⇔ **Maintained Publisher Accounts by addressing their requirements** while assessing their Capabilities and assigning optimal Pay-outs
- ⇔ A qualified **MBA Professional** with Bachelors in Hotel Management aiming to excel in the service industry in Sales & Marketing while keenly focussing on customer / user experience
- ⇔ **Consulted for VP of technology Kempinski SA, Geneva, during MBA dissertation on Improving the Guest Experience and recommending directions for further growth.**

## KNOWLEDGE PURVIEW

- ⇔ Ad Networks
- ⇔ Media Buying - Online
- ⇔ Search Engine Marketing
- ⇔ Search Engine Optimization
- ⇔ Web Design Marketing
- ⇔ Understanding Guest requirements through interviews and observation
- ⇔ Consulting for Hotels
- ⇔ Servicing and upselling the hotel services to Guests
- ⇔ Large Outdoor Catering

## Work Experience

**Organization: Clove Network – Right Spot Media**

Designation: Associate – Publisher Development

Duration: 4 months

Responsibilities:

- Manage over 500 Publisher accounts
- Ensuring weekly payments are made
- Acquiring new Publishers by negotiating terms of contracts

- Maintaining relations with the Publishers and optimizing their accounts to increase their revenue earning potential
- Designed formats on Excel through Google Spread sheets allowing us the monitor / categorize Publishers as per verticals on an AD Hoc basis which doubled as a CRM
- Liaisoned with other Tier-1 Publishers & Ad Networks to improve Display Advertising reach

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### INTERNSHIP

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**Organization: DiCon Interactive**

Duration: 3 months

Role: Intern – Product Management

Responsibilities:

- Develop content in regard to branding
- Suggest various avenues for lead generation after careful research
- Set-up Project Management system and implemented the same
- Managed Key Accounts and adjusted daily bids on the Search Engine Marketing Platform to yield best ROI
- Create Campaign proposals encompassing the services extended by the Company to its clients; using which the Sales team closes the deal
- Coordinate with Freelancers to ensure Designing function is fulfilled for an SEM Campaign
- Enforced best practices for reporting and Campaign Management
- Liaisoned with Acquisio ( SEM SaaS provider ) to troubleshoot / train for new features

**Organization: Hotel Valley View International in Manipal.**

Duration: 3 months

Role: Intern / Management Trainee.

Key Learning: Banquets / F&B service, F&B Production, Housekeeping & Front Office.

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### INDUSTRIAL TRAINING

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**Organization: The Park, Bangalore.**

Duration: 6 months.

Role: Intern.

Key Learning: F&B Production, F&B Service, Housekeeping, Front Office & Human Resources.

### IT FORTE

- *Adobe Photoshop*
- *Adobe Dreamweaver*
- *HTML*
- *C Programming – Concepts*
- *Right Media Exchange*
- *Ad Sense*
- *Ad Works*
- *Manymoon – installation and implementation*
- *Microsoft Office*
- *Social Media Promotions*

### SCHOLASTICS

- 2010** MBA in Hospitality, Tourism and Services Industry with a concentration in Leadership from Glion Institute of Higher Education, Switzerland with 75% accredited by NEASC, USA and Swiss Cantonal Authorities.
- 2009** Bachelors in Hotel Management Welcomgroup Graduate School of Hotel Administration, Manipal University with 7.13/10 CGPA.
- 2005** 12<sup>th</sup> (Commerce) from Stanes Higher Secondary School, Coimbatore with 59%.
- 2003** 10<sup>th</sup> from Stanes Higher Secondary School, Coimbatore with 68%.

### PERSONAL DOSSIER

Date of Birth : 20<sup>th</sup> August 1987.

Current Address : 76 Vayupuri, Sainikpuri Post, Secunderabad – 500 094.

Permanent Address : 10/9 G.D. Street, Race Course, Coimbatore – 641 018.

Linguistic Abilities : English, Hindi, Telegu & Tamil.