

KAVYA R

Ad Sales with 10years experience

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📍 Bengaluru

KEY ACHIEVEMENTS



Increased inbound sales success rate by 30%

By combining new demo practices and mapping out data-driven acquisition funnel in real-time



Achieved top 10% in sales ranking

By volume and quota for three years in a row

EXPERIENCE

Ad Sales

Dailyhunt

📅 05/2024 - Present 📍 Location

News Aggregator App

- Responsible in online ad space selling.
- Driving new client acquisition.
- Building Marketing / Media Plan for Brands.
- Developing existing acquisitions.
- Identifying and targeting potential business prospects.

Sales & Marketing Manager

SiliconIndia/CIOReview

📅 07/2016 - 04/2024 📍 Bengaluru

28 year old Digital & Print magazine

- Media Planning, Public Relations, Business Development
- Content marketing and whitepaper, banner/print ad selling.
- Qualify & classify clients and upgrade for premium membership.
- Customer retention & relationship management.
- Developing & delivering sales presentation to potential clients.
- Networking (via calls & emails) with C-Level Executives to achieve the sales targets.
- Collaboration with editorial team, accounts team & client to achieve business goals.

Database Manager & Sales Executive:

SiliconIndia/CIOReview

📅 2015 - 2016 📍 Bengaluru

28 year old Print & Digital magazine.

- Training & mentoring junior executives for database collation.
- Projecting & reporting weekly/monthly sales activity.
- Lead generation via junior executives.
- Payment follow up & Invoice clearing.
- Invite & coax C-Suite Executives for content development & marketing.

Market Research Executive:

Siliconindia

📅 2010 - 2014 📍 Bengaluru

28 year old Digital & Print magazine

- Collate & compile relevant target audience for a given market - based on industry news/events/reports.
- Build potential POC details/database.
- Lead generation & classification.

EDUCATION

B.E. (Aeronautical)

Visvesvaraya Technological University (VTU)

📅 2009 - 2013

SKILLS

Soft Set

Negotiation

Networking

Relationship Building

Maximizing Sales

Forecasting

Media Planning

Public Relations

Corporate Communications

Client Acquisition

Your Skill

STRENGTHS



Connecting with people

People feel comfortable with me and my ability to show empathy. This helps with the customer support and constantly thinking of the end client in my work.



Presenting & Public Speaking

Most comfortable in front of an audience, I have been presenting 7-10 times per week to clients.



Active Listening

Successfully managed client portfolio on a month-on-month basis helping them achieve their marketing & business development goals for the year.



Negotiation

Skilled in negotiating deals with clients and partners to achieve mutual benefits.



Networking

Effective in expanding professional networks to generate leads and opportunities for business growth.



Maximizing Sales

Experienced in identifying and capitalizing on sales opportunities to maximize revenue and profitability.