

Balaji.M

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Branding and Media Asst Manager with 10+ years of experience assisting with and fulfilling organization staffing needs and requirements. A proven track record of using my excellent personal, communication and organization skills to lead and improve Media Department, recruit excellent personnel, and improve department efficiencies. Team player with excellent communication skills, high quality of work, driven and highly self-motivated. Strong negotiating skills and business acumen and able to work independently.

Experience

SEP 2013 – DEC 2021

Media –Sr.Executive(ATL & BTL)| The Chennai Silks Head Office| Tirupur

PLAN, EXECUTE, AND MANAGE MEDIA STRATEGIES AND CAMPAIGNS, ENSURING A COMPANY'S ONLINE PRESENCE AND ADVERTISING EFFORTS ARE SUCCESSFUL. THEY MANAGE RELATIONSHIPS WITH MEDIA OUTLETS, NEGOTIATE DEALS, AND DEVELOP CONTENT FOR VARIOUS PLATFORMS. ADDITIONALLY, THEY ANALYZE CAMPAIGN PERFORMANCE, ADAPT STRATEGIES, AND ENSURE COMPLIANCE WITH REGULATIONS.

JAN-2022 - PRESENT

Media –Asst.Manager(ATL & BTL)| Gajaananda Jewellery Mart Pvt Ltd Head Office| Avinashi

- **Develop and implement comprehensive media and marketing strategies aligned with business goals.**
- **Create engaging and effective content for various media platforms, including social media, websites, and advertising campaigns.**
- **Plan, execute, and manage marketing and advertising campaigns across different channels.**
- **Manage relationships with media outlets, vendors, and other stakeholders to ensure successful campaign execution.**
- **Monitor and analyze the effectiveness of campaigns, identifying areas for improvement and optimization.**
- **Develop and manage budgets for advertising campaigns and related expenses.**
- **Ensure all media activities comply with local and federal regulations.**
- **Research and identify new media trends and opportunities to enhance the company's media presence.**

Skills & Qualification:

- **Strong communication skills:** Both written and verbal, to effectively communicate with various stakeholders.
- **Strategic thinking:** Ability to develop and implement effective media strategies.
- **Creative thinking:** Ability to develop compelling content and campaigns.
- **Analytical skills:** Ability to analyze campaign performance and make data-driven decisions.
- **Project management skills:** Ability to manage multiple projects and deadlines effectively.
- **Knowledge of media platforms:** Familiarity with various social, digital, and print media platforms.
- **Understanding of media trends and regulations:** Stay up-to-date on the latest media trends and regulations.

Education

MAY 2023

Bachelor of Computer Application | Bharathiyar University | Coimbatore.

Activities

Literature • Environmental conservation • Art • Yoga • Skiing • Travel

Thanks & Regards.,

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