

Priyanka Dasgupta

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PROFESSIONAL SUMMARY

Sales professional with 10+ years' experience in Direct Sales, Business Development and Digital Media Sales. Skilled in the exacting tasks associated with digital media promotional techniques and practices, fair understanding of increasing advertising sales revenue, developing profitable and productive business partnerships and interacting with internal/ external key stakeholders & decision-makers. Seeking to leverage my Industry relationships, Business Development and Partnership skills.

SKILL HIGHLIGHTS

Hunting Sales Strategies, Key Account Management, Business Development, Negotiations, Customer Success Management, Relationship Selling, Salesforce CRM

WORK EXPERIENCE

Sales Manager – Media Monetisation (Glance-Roposo) Apr 2020 - Present
INMOBI TECHNOLOGY SERVICES PRIVATE LIMITED • Mumbai

- Worked extensively on the outreach strategy to establish Glance in the West market as one of the unique 'Screen Zero' advertising model for clients and agencies.
- Closed the first deals on Glance in West market and thereafter securing long term partnerships with agencies and clients across sectors.
- Helped further streamline the business with Category-wise case studies, Annual deals, Growth forecasts, Campaign setup processes etc.
- Coordinating with internal teams – creative, product and operations, to better leverage the inventory, market positioning, targeting metrics, building new ad formats, buy models and upsell opportunities.
- Buddying up with new joiners and helping them to settle in with product, platform and processes.

Key Achievements

- Recognised to lead sales growth of Glance & Roposo by 15% and onboarding highest number of new clients in 2020
- Pioneered new avenues for monetisation for our short-video platform Roposo, closing the first influencer activity and hashtag challenge
- Scaled business in 2021 by more than 200%.

Senior Manager - Advertising Sales Oct 2019 - Mar 2020
VAOO ADTECH PRIVATE LIMITED • Mumbai

Introduced VAAOO's product offerings and advertising solutions, formed strategic alliances with clients and agencies in Mumbai for a product trial.

Partnerships Manager Dec 2018 - Oct 2019
BYTEDANCE (INDIA) TECHNOLOGY PRIVATE LIMITED • Mumbai

- Responsible for monetising Tiktok, Helo & Vigo in India and onboarding and servicing 3 Big agencies across India (**Interactive Avenues, Publicis, OMD**)
- Scaled up India business **from 0 to \$500,000 bi-monthly**, by collaborating with top agencies and advertisers
- Closed the first hashtag challenge in Tiktok India - **#UnbottleApnaSwag**, which entered Cannes Film Festival
- Identified new streams for revenue growth across markets - FMCG, Entertainment, OTTs and developed sales strategies basis current trends
- Built and maintained relationships agency stakeholders, closed annual agency deals and tracked marketing strategies and digital spends of top spending brands.
- Collaborated with internal teams globally across product, marketing, legal, engineering and sales to provide

- feedback on market requirements
- Drove deals to closure, ensuring retention and growing business from agency group

Manager - Media Sales **May 2018 - Nov 2018**
WAY2ONLINE INTERACTIVE INDIA PRIVATE LIMITED • Mumbai

- Handled new business development and on-boarded brands and agencies for In-App advertising opportunities on the Way2News platform, providing innovative and creative ad formats with extensive regional reach and traction in 8 languages across India
- Facilitated the process of successful execution and delivery of mobile campaigns, front-ending all business queries and maintaining client & agency relationships
- Worked closely with the Entertainment, Automobile, BFSI and FMCG sectors to drive advertising solutions as per business requirements

Manager - Sales & Business Development **Apr 2017 - Apr 2018**
VENTES AVENUES PRIVATE LIMITED

- Handled frontline sales for Cheetah Mobile Inventory in Mumbai & Kolkata.
- Drove creative concepts in the mobile advertising genre and mobile led strategy - solution to clients/ agencies
- Proactive business pitches for new businesses and brand fit conceptualization
- Pitched for Content and Inventory solutions for web properties 'Bollywood Bubble' and 'Sportswallah' for subtle integration of brand properties in our in-house videos on FB pages, running contests on social media, banners and interstitials across the web and m-sites
- Worked closely with Entertainment and FMCG clients to provide creative solutions, ensuring smooth execution and delivery of the campaigns

Branch Sales Manager **Jul 2013 - Sep 2016**
SCHOLASTIC INDIA PRIVATE LIMITED • Mumbai

- Responsible for the assigned branch's performance with complete Profit & Loss responsibility and accountable for the top 20% of the business. Annual business generated worth \$ 1Mn
- New business development, territory expansion, budgeting, sales forecasting, retention strategies and relationship marketing.
- The branch grew by 22% in the year 2014-15 against 13% growth in 2013-14
- Best performer in "Scholastic Education" in the year 2014-15 across West region
- Managed a team of 60 people, overseeing warehouse operations and branch's overall daily activities

NON-DIGITAL SALES EXPERIENCE

Jul'11 – Jul'13: Solus Software & Systems Private Limited - Assistant Manager – Sales
Dec'09 – Jul'11: Valuable Technologies - Business Development Executive
Dec'09 – Nov'08: Intelenet Global Services Pvt. Ltd. - Senior Customer Service Associate for Barclays bank UK

EDUCATION

Digital Marketing and Metrics Post Graduate Program **Sep 2016 - Mar 2017**
SP Jain School of Global Management • Mumbai

Post-Graduate Diploma in Marketing Management **Jul 2013 - Dec 2015**
S.P. Mandali's Prin. L. N. Welingkar Institute of Management Development & Research • Mumbai

Diploma in Marketing Management **May 2011 - May 2013**
S.P. Mandali's Prin. L. N. Welingkar Institute of Management Development & Research • Mumbai

Bachelor of Commerce in Management Studies **Jun 2005 - Mar 2008**
University of Mumbai • Mumbai