

NAVEEN ANANTHANARAYANAN

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EXPERIENCED EXECUTIVE | CLIENT PARTNER | DIGITAL TRANSFORMATION | COMMUNICATIONS



CLIENT RELATIONSHIP » STRATEGIC COMMUNICATIONS » BUSINESS DEVELOPMENT » ACCOUNT MANAGEMENT » MARKETING
TECHNOLOGY » INNOVATION » CROSS FUNCTIONAL » P&L MANAGEMENT

RECENT ACHIEVEMENTS

- Successfully spearheaded the communication transformation for the cancer hospital in the digital & social space along with meaningful content creation resulting in 100% increase in engagement levels
- Devised cost-saving strategies resulting in 30% savings by negotiating with the clients multiple stakeholders and setting up of internal teams to manage outsourcing cost.
- Successfully initiated branded content vertical to get brands associated with our content creators thus opening up a promising business proposition

KEY SKILLS

- Driving Digitization
- Strategic Implementation
- MarTech Partner
- Vendor Management
- Structuring & Negotiations
- Recruitment & Sourcing

PROFESSIONAL EXPERIENCE

BASAVATARAKAM INDO-AMERICAN CANCER HOSPITAL & RESEARCH INSTITUTE

2019 - 2020

HEAD – COMMUNICATIONS & DONOR AFFAIRS | HYDERABAD, TELANGANA, INDIA

- Played vital role in transforming communications, 100% increase in audience engagement & managing donor relations
- Instrumental in bringing out publications, collaterals & managing cross functional teams
- Strategic thinking on initiating fund raising events, participation in CSR programmes & donor mobilisation

SILLY MONKS ENTERTAINMENT LTD.

2018 - 2019

HEAD – BRANDED CONTENT & DIGITAL MARKETING | HYDERABAD, TELANGANA, INDIA

- Successfully initiated branded content business by partnering brands like Trivago, Oziva, Novus Green etc.
- Added digital businesses to the portfolio by the way leading successful pitches – Fusion9, PGO etc. with account supervision

FCB ULKA ADVERTISING PVT. LTD.

2014 - 2017

SENIOR BRAND SERVICES DIRECTOR | GURUGRAM, INDIA

- Strategic digital implementation alongside mainline campaign themes by getting clients to synergise digital in their communications & strategic efforts – HCL, Bausch & Lomb, Panasonic & McCormick
- Led multiple client pitches as part of new business development – Liberty Footwear, Cargill Foods, Tecno Mobiles

OTHER EXPERIENCES

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|---|-------------|
| • PRODIGI (a WPP Martech Company) - Senior Business Manager - Business Development, Acct Management | 2013 - 2014 |
| • LUMATA DIGITAL INDIA - Senior Manager - Mobile Business Development, Account Management | 2011 - 2013 |
| • MAXUS (a GroupM Company) - Business Director - Strategic media planning & execution including digital | 2010 - 2011 |
| • MAHINDRA COMVIVA - Manager, Mobile Advtg. - Product Management, Site implementation | 2009 - 2010 |
| • J9 (Consumer VAS Company) - AGM Marketing - Product Management, Product Marketing, Strategic Ideation | 2007 - 2009 |
| • CARAT MEDIA (Media Agency) - Group Head, Planning - Media Planning, Implementation | 1999 - 2006 |
| • PROFILE ADVERTISING - Media Executive - Media Implementation, Account Management | 1998 - 1999 |

EDUCATION

Indira Gandhi National Open University

P G Diploma in Marketing Management (2004-2007)

National Institute of Advertising

P G Diploma in Marketing Communication (1997-1998)

G B Pant University of Agriculture & Technology

Bachelor of Science in Agriculture (1993-1997)

CERTIFICATIONS

Google certification for Marketers

Facebook Blueprint certification

Fundamentals of UXD - Udemy