

# 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

- **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