

UNNIKRISHNAN V.G.

LIG II 2023, Gandhima Nagar

Water Commissioner Road

Peelamedu, Coimbatore - 641004

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KEY SKILLS

Marketing Communications.

Corporate Communications/PR

Social Media & Digital Advertising

Integrated Media Planning & Buying

Digital Ad Operations

Social Media & Digital Advertising

Negotiation Skills

TOTAL WORK EXPERIENCE IN ADVERTISEMENT (NEWSPAPER) – 19 YEARS

MAJOR RECENT CLIENTS & INDUSTRY

Banking:

Standard Chartered Bank
Bank of Bahrain & Kuwait
Bank Muscat International
Ithmaar Bank

Tourism

Bahrain Tourism

E Governance

E Gov Bahrain

Aviation

Bahrain Airport Company
Bahrain Airport Services

Shopping Mall

Seef Mall
Moda Mall

Jewelry & Luxury

Asia Jewellery (Cartier, AP)
Kooheji Jewellery (Rolex)
Jose Alukkas

Automotive

National Motor Company
E.K.Kanoo (Toyota)
Zayani Motors (Mitsubishi)

Hotel & Resorts

Gulf Hotel Bahrain
Ritz Carlton, Bahrain

Real Estate

Golden Gate, Bahrain

ACADEMIC QUALIFICATIONS:

- Master of Business Administration (Marketing Management) – Annamalai University
- M.A. Public administration – Madurai Kamaraj University
- B.A. – Psychology – Presidency college, Chennai,
- Advanced Diploma in Computer Application (NIIT – Chennai)
- Diploma in Photoshop and page making (CSA computers)

CURRENT JOB

Senior Advertising Executive – Akhbar Al Khaleej newspaper (Gulf Daily News), Bahrain (January 2000 to till date)

Current profile tasks include

- Developing and formulating media communication strategy for pitching clients and execution of marketing communication campaigns of clients in various sects of business.
- Strategic Planning, Implementation & Optimization of local, Regional and International media solutions for clients.
- Identifying newer opportunities of advertising with traditional & Digital Media, to maximize ROI of clients.
- MONITORING OTHER NEWSPAPER AND PREPARING REPORTS ON DAILY BASIS
- GETTING REPORTS (DAY TODAY ACTIVITIES) FROM THE SALES PEOPLE ON DAILY BASIS
- FORMULATE AND IMPLEMENT POLICIES ACROSS THE ENTIRE DEPARTMENT
- Co-ordinate and execute Advertising & Marketing communication, within the scheduled time and budget.
- Develop and manage department performance evaluations and mentoring.
- Create new businesses.
- Analyze market trends to provide critical inputs for formulating and executing Campaign strategy.
- Media Analysis / Research of local & overseas markets
- Campaign evaluation and feedback analysis to ensure and optimize maximum ROI for the media campaigns.
- Maintain Media relations to ensure maximum media coverage for different clients and executing PR activities for clients.
- Develop analytical reports on Consumer Insights, media spends, media trends, evaluating clients as well as competitor's media activities.
- Selection of right media mix to deliver the message to the target audience on right time.

WORK HISTORY

Working in OE Marketing as Sales and Marketing coordinator in India Pistons Limited (Simpson Group), Sembiam, Chennai - 600011 (March 1995 – Dec 1999)

- Was responsible for sales coordination function, logistics and system related activities viz, generation of MIS reports for Marketing.

Working as a computer operator in Prakash Road lines from April 1992 - December 1994

PERSONAL DETAILS

Nationality : Indian
Date of Birth : 15.05.1970
Religion : Hindu, Nair
Marital Status : Married
Driving License : India, Bahrain.

Languages known: Tamil, English, Malayalam

HOBBIES: CRICKET, MUSIC, READING BOOKS.