Sachin Malik

Media Professional

Awarded By Dabur CEO WITH 12+ YEARS OF EXPERIENCE

schn.malik@gmail.com

9999555594

Ghaziabad

WORKS EXPERIENCE

GM Media Buying
Rediffusion

12/2021 - Present

Achievements/Tasks

- Managing mainline media rates as per Client KPI
- From devising annual communication strategy to executing day-to-day plans
- Deal Evaluation
- Aligning the annual budget and market with client
- CPRP driven buying for big property & recommendation
- Leading Pitches

Director Media Buying - Dabur
Starcom

03/2015 - 12/2021

Achievements/Tasks

- Managing mainline media rates as per Client KPI
- From devising annual deals to executing day-to-day plans
- Annual deals - aligning the market and budgets with client
- Innovation - coming up with innovative buying formats as and when needed
- Moving forward, analysing the impact on Media rates as per business volume and market dynamics, required course corrections are made

Media Supervisor
OMD

07/2014 - 03/2015

Achievements/Tasks

- Mainline plans and executions of HP

Executive
Starcom

06/2010 - 07/2014

Achievements/Tasks

- Supported the team with TV plans
- MIS and reports

EDUCATION

PGDM - Marketing
JIMS ROHINI

2007 - 2009

M.A ECONOMICS
CCS UNIVERSITY

2005 - 2007

SKILLS

Media Planning | Media Buying | Content Building | Deal Management | Client Servicing

HONOR AWARDS

Dabur CEO Award - Aug/2019

DABUR

- Business beyond the normal call of duty

INTERESTS

Farming