



**Job Profile:** Senior Business Development Manager

**Designation:** Senior Level

**Department:** Performance team

**Location:** Borivali (Mumbai) ,Delhi

**Reporting to:** Director

**Experience:** 3 to 6 yrs.

**Qualification:** Graduation/ Post Graduation – Any specialization

**Roles & Responsibilities:**

- Acquiring new clients and agencies across industries for Branding
- Identify and map prospective clients, should be responsible for cultivating new relationships, managing the sales pipeline, forecasting revenue monthly/quarterly and by region.
- Negotiating the terms of an agreement and closing sales
- Experience in selling mobile and desktop inventories for performance and brand marketing campaigns like CPI,CPR,CPL,CMP, CPC, CPV, Cost per Session. etc.
- Deep understanding of performance and branding terminologies
- To be responsible to maximise revenue and profitability of assigned vertical and territory
- Co-ordinate with the Monetisation team for submitting the plans as per the client brief
- Establish and grow relationships with decision-makers / influencers within major clients and ad agencies
- Strategies for growth and maximum share of category spends on digital platform
- Key account management and client servicing to grow existing clients and agency business
- Coordination with delivery team to deliver as per client KPI and expected performance of Branding Campaigns.

**What are we looking for:**

- The candidate needs to have handled digital media sales individually
- Should be an ad sales professional with experience of 3 Years to 6 years in digital media sales
- Should share great relationships with agencies & direct clients
- Should have done tie-ups with different media companies.



- Needs to have and be able to drive lots of contacts in the industry.
- Should have an in-depth understanding of sales performance metrics
- Excellent analytical and organizational skills.
- Grow Moblilent's Advertiser portfolio through high activity levels, networking, and educating the market on OEM and direct inventory value.
- Partner with internal cross-functional team members to situate your accounts for success and drive account growth.
- Represent Moblilent and articulate our value proposition to key decision-makers in top mobile companies.
- Stay current on the latest industry trends in mobile advertising, and attend key industry events and conferences.

### **About Moblilent Media:**

Moblilent Media is a Mobile Media Company specializing in Mobile Performance & Branding.

At Moblilent Media Private Limited, we believe in the power of ideas, executing the plan and delivering the ROI. Our comprehensive Digital Marketing Agency is based in Mumbai, India, but we work with clients near and far in order to help them transform the way they do business. Every great client alliance starts with a strategy. When we partner with clients for full-service creative solutions, we devise a plan of attack to capture audience attention and ensure long-term success. Be it your objective on mobile or web user acquisition marketing or reaching your target audience, we go an extra mile to deliver the ROI. We are a start-up and hungry enough to make noise in advertising industry by our entry. Each one of us good listener and we don't assume things until we deliver. We are beginner but ensuring to deliver on digital marketing objective. Reach us if you wish to learn how can we help you in app development, app marketing and your brand awareness campaign on mobile and web.

At Moblilent we are strong believers in technology and marketing precision, and to achieve our goals. We leverage our strong relationships, our network, our varied experience and our deep understanding of brand requirements.

### **Why Moblilent ?**

- Join one of the most experienced, innovative, and growing teams in mobile marketing.
- Enjoy a competitive compensation package and an attractive sales bonus.
- Become part of a team that works fully synced, and benefits from a tailored career development path.
- Take part in our international team events and activities.
- Medical Insurance

