

c u r r i c u l u m v i t a e

VINOD NALAWADE

Date of Birth: 19th September, 1971
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Nationality: British
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Profile : A passionate, award winning, internationally experienced digital campaign (traffic) and production manager with the ability to maintain client focus in every campaign. An open-minded and resourceful approach to problem solving makes it possible for me to keep highly motivated. My adept social media, Google Analytic, webinar management and web skills play an important part in my ability to meet client challenges and my desire to learn new ways & systems helps me to maintain a fresh approach to problems and keeps me ahead of the competition. Overall I am an adaptable and motivated team player who is supportive to colleagues and clients alike, my interpersonal and communication skills are a key strength.

Academic Qualifications:

2006: PPA Certificate in Production Management, UK
1995: MA in Tele-journalism with Honours, Moscow State University, Russia
1994: BA in Tele-journalism with distinction, Moscow State University, Russia
1990: Foundation course in Russian, Moscow State University, Russia

Additional Skills:

Languages: Native speaker of Hindi and Marathi, fluent in Russian and English

IT: Extremely high level skills and knowledge (web and pre-press standard on Apple Mac & PC)

- Design & Pre-press: (CS4 InDesign, Photoshop, Illustrator, Quark Express, PDF pass4press workflow, Pitstop, Dilano)
- Campaign management: (Google DFP, Smart AdServer, CMS, SAP, SEO, Webinars, Dotmailer, Google Analytics)
- Digital design: Display advertising, emails, websites, banners, buttons (Flash, Dreamweaver, Wordpress)
- Email marketing: (Neolane, Exact Target.)
- Word, Excel, and PowerPoint
- In-depth knowledge of pre-press, colour printing and print buying processes.

Awards:

Award for Individual Contribution to Excellence in Print Media 2005: Print Media Management magazine - Quality in Production Award for Individual Contribution to Excellence in Print Media, in recognition of outstanding individual contribution to the consistent delivery of excellence within the field of publishing and advertising.

Employment History:

ONLINE PRODUCTION MANAGER

May 2015 - Present

Reed Business Information provides information, analytics and data to business professionals worldwide. RBI is part of RELX Group plc, a world-leading provider of information solutions for professional customers across industries. Their well-known brands includes Accuity, ICIS, FlightGlobal, XpertHR, Estates Gazette & Proagricra.

Key responsibilities:

- Responsible for managing day-to-day operation of team of 7 digital executive members in UK & Manila.
- Programmatic / remnant inventory strategy, support and optimisation for RBI network
- Ongoing support for clients and stakeholders - predominantly technical and targeting / delivery queries
- Project managed and implemented Legacy tags to GPT tags for DFP premium roll-outs across the RBI portfolio
- Play key part in RBI's divestments, making sure BAU when transferring the business to new company.
- All aspects of running campaigns across the network which includes: Ad Trafficking, running reports, testing creative, liaising with clients and agencies
- Understanding of the responsibilities, processes, challenges and issues involved in all the executive's roles, knowledge of systems and software used including Make Media/Traktorpool (classified), Madgex (Recruitment), DFP, HTML, Exact Target, Web Essentials (job/advert scraping software).

- Finding solution/ new vendors to save money & to bring efficiency for RBI network. Lead the way from shortlisting vendors, going through Legal, security, cost - negotiations, training, implementation & reviewing progress regularly.
- Training team in 'best practice' for job/advert posting and translating this information to benefit advertisers in the form of campaign management
- Responsible for webinar management and launching first Live recruitment event
- Management duties: Hiring, mentoring, training, KPI creation, appraisals, disciplinary actions, team budget, board reports
- Building and maintaining good relationships with both internal and external clients, the development teams and third party.

DIGITAL PRODUCTION MANAGER

October 2012 - April 2015

ONLINE CAMPAIGN MANAGER

February 2010 - October 2012

SENIOR ADVERTISING PRODUCTION EXECUTIVE

January 2000 – February 2010

William Reed Business Media is a b2b publisher supplying strategically relevant news directly to the desktops of decision-makers in the food, beverage, nutrition, pharmaceutical, cosmetics, and hospitality industries. It offers innovative online marketing solutions for leading international industry providers.

Key responsibilities:

- Responsible for coordinating and managing day-to-day operation of the digital production team of 4 people.
- Reporting to Global Director - responsible to implementing & reviewing digital strategy, new software launch within company.
- Providing support to clients ranging from Asia to USA.
- To ensure an efficient and accurate service. Providing best practise, workflow and quality through out the business.
- Working closely with editorial, commercial team and IT to ensure all critical systems are kept working, technical issues resolved quickly.
- Coach and mentor team with new software's, best practise, productivity and performance.
- Support relevant WRBM products, working across multiple clients and platforms.
- Promote good relationship with internal and external clients.
- Ensure appraisals are implemented for the team on annual basis and actions reviewed every six months.
- Responsible for delivering complex projects across multiple clients and platforms.
- Responsible for campaign management for key accounts across the company including looking after implementation, performance and reporting of the campaigns.
- Liaising with team in France, UK and USA to provide production assistance on all levels.
- Ensuring the budgetary targets are met.
- With account management provide excellent customer service to the customers and who are in portfolio from Asia, Europe to US. Chasing clients for material, providing technical specs and supports as required.
- Solely manage ad production for 3 UK sites covering leisure and manufacturing industry.
- Programming various advertising campaigns for 20 web sites (simple flash and expandable banners: XXL Leader board, Large Rectangle, Half page, Sky scrappers, Interstitial Banner and web site text ads).
- Through Smart Ad Server (SAS) - Programming various advertising campaigns for 17 daily and weekly newsletters, Product News letters and commercial alerts.
- Working with closely with sales teams, marketing, advertising agencies and internal cross-functional editorial, finance and IT teams to optimise the clients needs.
- Providing creative solutions, advising to external and internal clients.
- In the absence of a Group manager for nearly a year, I deputised and organised daily work for a team of 12, arranged group working, solved technical and administrative issues, monitored print deadlines & provided support to sales team.
- Advertisement production and management for company's two flagship, principal and market-leading titles weekly: The Grocer and The Morning Advertiser, plus a variety of supplements and inserts.
- Managing magazine and various supplements flat plans and various administrative tasks.
- Creating and designing display adverts and advertorials for clients – includes liaising with clients to ascertain brief, sourcing images, laying out advertisements/advertorial, proofing to clients and ensuring that the outcome fits their needs exactly.
- Organising page mock-ups and checking files to ensure that the specifications are met for each publication.
- High level of customer communications and service - copy chasing and advising clients, media agencies and creative studios on deadlines and delivery methods.
- Preparing supplied electronic files for press (PDF), delivering them to printers through Delano.

HEAD OF CIRCULATION

March 1998 – December 2000

William Reed International Ltd, Moscow – Publisher of Russian magazines 'You & Your Shop' (FMCG market) and 'You & Your Restaurant' (Hospitality industry)