

Job Profile: Business Development (Global Market)

Designation: Mid-level

Department: Performance team

Location: Mahalaxmi (Mumbai)

Reporting to: Business Head

Experience: 4 to 8 yrs

Qualification: Graduate / Post Graduate - Any Specialization

Roles & Responsibilities:

- Acquiring new clients and agencies across industries across Global markets.
- Identify and map prospective clients, should be responsible for cultivating new relationships, managing sales pipeline, forecasting revenue monthly/quarterly and by region.
- Negotiating the terms of an agreement and closing sales
- Experience of selling mobile and desktop inventories for performance marketing campaigns like Cost per Install, Cost per Acquisition, Cost Per Lead, Cost per Visits/Sessions etc
- Deep understanding about performance marketing terminologies
- To be responsible to maximise revenue and profitability of assigned vertical and territory
- Co-ordinate with Monetization team for submitting the plans as per the client brief
- Establish and grow relationships with decision makers / influencers within major clients and ad agencies
- Strategize 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 delivery as per client KPI and expected ROI for performance campaign

What are we looking for:

- The candidate needs to have handled digital media sales individually
- Should be an ad Sales professional with experience of 4 Years to 8 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 In-depth understanding of sales performance metrics

- Excellent analytical and organizational skills.

About Ventes Avenues:

Ventes Avenues is a Mobile Media Company specializing in Mobile Performance & Branding.

Ventes is a preferred display and performance marketing partner to several leading international publishers in the Indian market on an exclusive basis and works with over 200 advertisers and digital agencies across campaigns to help them reach and engage with their audiences and meet their performance and brand solutions objectives

Ventes Avenues with its innovative ad units especially created for smartphones coupled with its unconventional approach is creating disruptions in the mobile advertising space in India. Our USP s includes multi-level targeting & a direct control over our inventory.

At Ventes we are strong believers in technology and marketing precision, and to achieve our goal we leverage our strong relationships, our network, our varied experience and a deep understating of brand requirements.