



<b>Job Title:</b>	Ad Sales Manager	<b>Version:</b>	1.2
<b>Department/Group:</b>	HR	<b>Year :</b>	2013
<b>Location:</b>	New Delhi	<b>Travel Required:</b>	No
<b>CODE:</b>	MYD-113	<b>Position Type:</b>	Full Time
<b>HR Contact:</b>	Nidhika Sharma	<b>Date:</b>	Click here to enter a date.

**Job Description**

**ABOUT US**

Established in 2009, Mydala has partnered with more than 100,000 merchants in India and today can boast of more than 300 million users across 120 cities in the country. The company has the largest footprint and reach making it the most preferred marketing & service platform offering customized and cost-effective solutions to SMEs (Small and medium enterprises ) across internet and mobile

It also delivers its services to renowned national brands, thus allowing them to reach their target audience through attractive offers, innovative branding, visibility and promotional campaigns.

Mydala works with its trusted partners to provide consumers, exciting offers at unbeatable prices based on location and buying patterns via mobile and internet.

Several prominent players in business, internet commerce and venture capital have invested in mydala.com including Info Edge (India) Ltd (NSE: NAUKRI), one of the largest internet companies in India. For more details, please visit: [www.mydala.com](http://www.mydala.com); [mybuzzmarketing.com](http://mybuzzmarketing.com)

**Work Experience:** 5+ experience in brand sales/advertising

**ROLE AND RESPONSIBILITIES**

- Strong knowledge in Mobile VAS technology and management.
- Pitching and acquiring brands for Internet & mobile marketing and platform.
- Managing, developing, and implementing marketing activities to maximize sales for mydala.com.
- Technical knowledge of digital market.
- Planning, managing marketing programs for generating brand awareness.
- Business development/ revenue generating from add networks.
- Good relationship with media agencies/ add network/brands.
- Planning & execution of campaigns and programs.
- Good understanding of online marketing.
- Increasing unique active users and retention and development of accounts for the brands.

**IDEAL CANDIDATE**

- Good networking.
- Aggressive, go-getter, hands on attitude.
- Ability to work in a fast-paced, multi-tasking, tight deadlines environment.
- Aggressive performance linked compensation and equity upside.

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