

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

## VINOD NALAWADE

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**Profile :** Passionate, award-winning and internationally experienced digital campaign (traffic) and production manager with the ability to maintain client-focus in every campaign and driven to succeed. An open-minded and resourceful attitude to problem solving helps maintain high levels of motivation. Adept social media, Google Analytic, webinar management and web skills allow client challenges to be met, while desire for learning new ways and systems provides an opportunity to keep ahead of the competition and view problems with a fresh mind-set. Adaptable and approachable team player, supportive to both colleagues and clients alike. Interpersonal and communication skills are also key strengths.

### Qualifications & Awards:

2018: PRINCE2® - Project Management, UK  
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  
2005: **Quality in Production Award for Individual Contribution to Excellence in Print Media** (Print Media Management magazine)  
2007: **Business and Professional Production Team of the year** **Periodical Publishers Association (PPA)**

### Key Skills:

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

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, ExactTarget
- Office: Word, Excel, and PowerPoint
- In-depth knowledge of pre-press, colour printing & print buying processes, vendor selection.

### Employment History:

#### ONLINE PRODUCTION MANAGER

#### Reed Business Information

May 2015 – present

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

- 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
- 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.

### Notable achievements:

- **Brightcove to Vidyad video transfer:** As project manager, I found a new vendor via a thorough selection process, saving 50% on the contract value. Around 10,000 videos were moved from Brightcove to Vidyad, and the links were then manually changed to ensure they all worked. I helped train developers and the editorial team on exclusive Vidyad functionality and video marketing best practices, and created a page on the intranet offering tips and information. I also

provided support and account management to internal stakeholders. After a year of success, the contract was extended for a further two years with additional features for a reduced price.

• **Outsourcing trafficking work:** RBI has divested five brands in the last three years, and advertising volume has also been on the decline which has required us to look for ways to save money while increasing efficiency and campaign management for our customers. After a selection process, three offshore companies were shortlisted and I visited them to help finalise a deal. I worked with legal, security, IT and finance departments to resolve any issues and then helped to train the new team, write process documents and ensure all six staff were well equipped to provide trafficking and campaign management services to support the UK team. We have saved a substantial amount of money in staff costs and now have highly qualified staff, improving efficiency.

• **Virtual recruitment fair on FlightGlobal:** on two occasions we organised a virtual fair for two and three days to promote aviation industry jobs. This involved creating a registration and landing page, providing support for live and on demand webinars and supporting sales and clients prior to and during the event. We attracted more than 1500 people to attend the event with 15 sponsors, with many happy customers and successful job placements.

• **Training for whole production team:** I was able to find a provider who could offer bespoke training for RBI team members on technical subjects – high quality training delivered to a large audience and followed up with two years of support. Due to the vast scale of participants, I was able to secure a significant discount plus free management courses for the team.

• **Mentoring:** I mentored the trafficker on the team and in three years he progressed up the ladder to team leader and then to deputy production manager. By offering appropriate training, one-to-one sessions and guidance the candidate has been successful and is now more ambitious and prepared to take on new challenges.

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**DIGITAL PRODUCTION MANAGER****William Reed Business Media****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:

- Coordinating and managing day-to-day operation of the digital production team of 4 people.

- Reporting to Global Director – responsible for implementing and reviewing digital strategy, new software launch within company.
- 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.
- Providing support to clients around the world, from Asia to the USA.
- Providing creative solutions, advising both internal and external 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 and provided support to the sales team.

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**HEAD OF CIRCULATION****William Reed International Ltd, Moscow****March 1998 – December 2000**

Publisher of Russian magazines 'You & Your Shop' (FMCG market) and 'You & Your Restaurant' (hospitality industry). Project management of the business directory 'The Definitive Guides of Russia'

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**SHOPS AND SUPERMARKET SUPERVISOR****Parmalat East Ltd. Moscow****August 1997-November 1997**

Manufacturer of FMCG products. Responsible for the activities of an eight member Sales Rep. Team merchandising, achieving sales target, promoting new products to shops, supermarkets and restaurants.

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**REGIONAL SALES MANAGER****Interbrand Ltd, Moscow****November 1996-July 1997**

An FMCG wholesale/market research company. Responsible for: Organising sales and marketing activity between Russian Federation and Europe. Promoting European goods in the Russia and sales of Kremlyovskaya Vodka and a number of Dutch dairy products in the Europe region. Initial market research to find the distributors for Tetley Tea and Nabisco Royal Juices

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**REGIONAL SALES MANAGER****Agio Pharma , Moscow****October 1995 - November 1996**

Responsible for selling Indian/European pharmaceutical products to regional wholesalers/distributors & promoting new medicines to hospitals and clinics in Moscow and suburb. Managing 20 people in the warehouse & in charge of supporting the logistics to fulfill contracts for security agency KGB. Dealing with the complaints/certification & customer care.

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**COMPANY REPRESENTATIVE****Akber Leathers Ltd, Moscow****October 1992-October 1995**

Responsible for: Managing sales/marketing for the company. Managing government's barter contract. Responsible for customs clearance, shipment, representation at the trade show. Representing company in the trade exhibitions in Russia & look after the Russian trade delegates visiting India