

Mayank Singh

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PROFESSIONAL EXPERIENCE

Distribution Sales Executive

Nov 2022 – present

Sony Pictures Networks India

Lucknow, India

- ☐ Negotiated and managed agreements with various distribution partners, such as cable and satellite providers and streaming services.
- ☐ Conducted market research and analyzed industry trends to identify new distribution opportunities and developed contingency plans to mitigate risks.
- ☐ Expanded the company's distribution network through strategic partnerships with leading cable and satellite providers
- ☐ Successfully optimized channel placements and landing page deals to maximize visibility, drive viewership, and increase revenue for the network.
- ☐ Implemented strategies to monitor and address piracy issues, ensuring content security and compliance with industry regulations.

CERTIFICATES

Bloomberg - Client Engagement Job Simulation 🔗 | Red Bull - On Premise Sales 🔗 |
The JPMorgan Chase & Co. Excel Skills Program 🔗 | Google Digital Garage Certification 🔗

EDUCATION

Bachelor of commerce

2019 – 2022

Mahatma Gandhi Kashi Vidyapith

Varanasi, India

- ☐ Gained foundational knowledge in business operations, financial management, and strategic decision-making.

SKILLS

client Management, Communication, Time management, Strategic Negotiation, Documentation, Market Research, Revenue and Channel management

EXPERTISE

MS Excel, Microsoft PowerPoint, Operating Systems, Due Diligence, Google Workspace

LANGUAGES

English

Hindi

INTERESTS

Football | Reading | Baking | Reading Memoirs | Journaling