

# ANIL PUJARA

SENIOR SALES AND MARKETING EXECUTIVE

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## EXECUTIVE SUMMARY

I spent my second half of high school behind a computer (the Internet was born). Since then, I've transformed from developer to consultant, manager to accomplished executive. Over 15 years experience in sales and marketing, I have a proven track record of generating revenue, problem solving skills, managing teams of employees, and being a successful networker. I have a strong technical background with development experience and a unique knack for assessing client needs and brand goals for business development.

## EXPERTISE

REVENUE GENERATOR  
RELATIONSHIP MANAGEMENT  
TEAM MOTIVATOR & LEADER  
CROSS-SELLING STRATEGIES

CONSULTATIVE SALES STYLE  
NETWORKING CATALYST  
TECHNOLOGY ENTHUSIAST  
PERSONALIZED OUTREACH

## FEATURED CLIENT LIST



## EXPERIENCE

### Nightlife In L.A. — Managing Director, Sales & Marketing

JUL 2018 - AUG 2021

Event sales & operations for hundreds bookings per year; permitting, production, staffing, operations, POS, sales, marketing, promotions, box office & admissions.

- General Manager, Station1640 Nightclub (formerly Ecco, Couture)  
Increased from 1.1M to 5M in Annual Gross (5x increase over 3 years)
- Director of Operations & Marketing, Minus Zero Festival  
1.1M in Ticket Sales & Activations for Brand Partnerships
- Director of Special Events, Nightlife In L.A.  
\$840,000 in Additional Special Events & Catering Booked at Venues

15+ YEARS EXPERIENCE

MANAGED OVER 100+ EMPLOYEES.

\$4.1M AVERAGE ANNUAL SPECIAL EVENT SALES OVER 3 YEARS.

\$15M+ IN LIFETIME SALES FOR BUSINESS DEVELOPMENT, WEB & MARKETING.

1,184 CLIENT WEBSITES LAUNCHED IN LIFETIME.

## SKILLS

- Sales & Marketing
- Sales Strategy
- Brand Marketing
- Content Development
- Experiential Marketing
- Technology Consulting
- Management
- Team Training & Motivation
- Accounts Relationships
- Partner/Vendor Management
- Talent Development
- Operations Consulting
- Development
- Wordpress / Woocommerce
- Magento / Shopify
- Software Design (HTML, CSS, PHP, REACT, Javascript, Solidity)
- CRM (SalesForce, Zoho)
- Server Administration
- Creative
- Graphic Design (Adobe Suite)
- Branding / Typesetting
- Ideation & Storyboarding
- Content Creation

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## SENIOR SALES AND MARKETING EXECUTIVE

### EXPERIENCE CONTINUED

#### **RAPP Worldwide, Omnicom Agency — B2B Marketing Director**

NOV 2016 - JUL 2018

Developed outbound campaigns for Fortune 500 companies to provide digital services. Developed an automated lead generation & RFP response strategy with a custom scoring system. Closed an average deal size between \$2M and \$5M.

#### **ULTRA Agency / ONVI — Director of Business Development**

DEC 2014 - OCT 2016

Web development company focused on Fortune 500 companies.

- Brought in \$1M in new web development & SEO sales, including Apple Vacations & Viking River Cruises
- Worked with the City of Alhambra to generate leads using a community directory to promote sales for local businesses.
- Closed \$500K contract with Sequential Brands Group to develop a network of custom Magento websites with multi-warehouse functionality for inventory & fulfillment with brand licensees.
- Developed a self-sufficient web & app creator and signed up 100 accounts within 90 days to use the platform.

#### **Bank of America — Senior Operations Consultant**

JUL 2012 - DEC 2014

Worked with Legacy Asset Servicing Teams across the U.S. to address the needs of distressed mortgage customers.

- Developed custom Sharepoint reporting systems for senior executives to provide success numbers for modifications provided to customers in real-time at events.

#### **The Conga Room at LA LIVE — Marketing Director**

AUG 2009 - SEP 2012

Established the “Internet Marketing Department” and changed corporate culture to adapt into the new digital, online world.

- Developed an online sales inquiry form landing page which generated an average of 150 catering bookings per year.
- Developed a custom platform using PHP, HTML, JS, and MySQL for a variety of purposes; customer facing website for selling tickets to concerts, tied into a backend calendar system for bookings, tracking and reporting, and automated outreach to databases using email or SMS.

#### **Pujara & Co. / Bombay Tech Support, Inc. — Founder**

2000 - 2009

A full service firm providing IT Consulting, Graphic Design, Media Production, Printing Solutions, Marketing Campaigns, Social Media & Promotions. Developed over 500+ websites and managed a portfolio of clients within a variety of industries; Keller Williams, Los Angeles Medical Center, California Institute of Technology, Vertical Doors Inc, Footlocker, L.A. LIVE, Nethook, The Blacksheep Brand, Universal Music Group, Magic Johnson Enterprises, MGM/Mandalay Bay Las Vegas, ICON & Super Entertainment.

### EDUCATION

California Institute of Technology - Computer Science

Pasadena College - Marketing