

SHUBHAM UNAVANE

Digital Advertising Sales Leader — Programmatic · Native · Agency & Brand Partnerships

shubhammunavane@gmail.com +91 90966 73151 linkedin.com/in/shubhamunavane Vikhroli, Mumbai

\$319K+

REVENUE · MGID

76+

DEALS WON

₹6 Cr+

REVENUE · ICUBESWIRE

7+

YEARS EXPERIENCE

Digital advertising and media sales professional with 7+ years across ad sales, performance marketing, programmatic media, native, rich media, influencer and brand solutions. Strong track record of building Mumbai-market revenue through agency holding groups, independent agencies and direct advertisers across BFSI, Real Estate, Education, Healthcare, E-commerce and Consumer categories.

EXPERIENCE

MGID

JUN 2024 — PRESENT

CLIENT ACQUISITION MANAGER · MUMBAI

- Generated **\$319K+** revenue and closed **76+** deals acquiring and scaling advertisers across Real Estate, BFSI, Education, Healthcare, E-commerce and Nutra.
- Own new business development across media agencies, independent agencies and direct brands in Mumbai — active relationships across **Dentsu, Publicis, Omnicom Media Group, Madison, WPP/GroupM, PivotRoots** and **Interactive Avenues**.
- Build consultative media solutions across native, push, rich media, video, DV360/programmatic and audience-led plans for performance and branding objectives.
- Pitch MGID's premium publisher network, contextual targeting, retargeting and AI-led optimization to agencies and brands. Represented MGID at AW Dubai and CLICK 2025 Delhi.

ICUBESWIRE

FEB 2019 — MAY 2024

SR. LEAD — AD SALES, WEST REGION · MUMBAI

- Delivered consistent revenue growth across West India — **₹6 Cr** YTD, **₹5 Cr+** in FY22-23 at 140% of target and **₹3 Cr** in FY21-22 at 169% of target.
- Managed and scaled relationships with leading brands across BFSI, E-commerce, Consumer Internet, Entertainment, Gaming and D2C — **Ajio, JioMart, Zepto, Croma, Mamaearth, mCaffeine, HDFC Ergo, Reliance General, IIFL, Kotak Life, ShareKhan, My11Circle** and **Zee5**.
- Built strong agency relationships across **GroupM, Mindshare, Wavemaker, Publicis, Dentsu, Interactive Avenues, Sokrati, Logicserve** and **Ethinos**.
- Sold digital media across performance, branding, influencer, rich media, programmatic, OEM inventory, CPV/CPVV, CPC, CPM and webcast-led campaigns. Led a team of 4. Employee of the Quarter, JFM 2020.

EARLY CAREER

2017 — 2018 · PUNE

- FSL Software Technologies — BD Executive:** lead generation, prospecting, demos, negotiation and deal closure for enterprise software; B2B consultative selling and CRM-led pipeline management.
- Life Space Properties — Sales Intern:** market mapping for Pune real estate — channel partners, competitors, pricing and buyer demand (Wakad submarket).

AGENCIES

GroupM / WPP

Omnicom

Publicis

Dentsu

Interactive Avenues

Madison

PivotRoots

Logicserve

Sokrati

Ethinos

CORE SKILLS

Programmatic & DV360 Buying

Native & Rich Media

CTV / OTT

Agency Relationship Mgmt

Brand & Performance Campaigns

Revenue Forecasting

Pipeline Management

Negotiation & Deal Closure

Data-led Media Solutions

TOOLS

DV360 · GA4 · SimilarWeb · AppsFlyer · Branch ·

Trackier · Affise · HubSpot · Tableau · Jira ·

LinkedIn Sales Navigator

EDUCATION

PGDM, Marketing

Indus Business School (IIEBM), Pune · 2016–18

BBA

Sangamner College · 2013–16

HSC

Shramik Junior College, Sangamner