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**RAJESH**

**Rajesh.162990@2freemail.com**

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| **MARKETING PROFESSIONAL**  |
| Exceptionally driven high achiever, with 17 years of experience, poised to transition background in Sales to Marketing role, with proficiency in managing work with expertise transforming concepts into high impact results. An exceptional record of delivering cost effective, high performance solutions to meet challenging business demands. Developed strength of analytical ability to retain customers and win them back, segmentation and targeted communication. Skilled problem-solver with track record in developing and implementing solutions to multi-faceted challenges. Possess valid UAE driving license. |
|  |  | AREAS OF EXPERTISE |  |

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| * ***Marketing Management***
 | * ***Team Player***
 | * ***Relationship Development***
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| * ***Sales & Marketing***
 | * ***Problem Solving***
 | * ***Customer Service***
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| * ***Client Relationship***
 | * ***Advertising***
 | * ***Positive Attitude***
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| * ***Negotiating***
 | * ***Spotting Bus. Opportunities***
 | * ***Attention to detail***
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|  |  |  SYNOPSIS |  |

* A result oriented professional with over 17 years of experience, including 9 years in UAE, in the area of Sales within Automotive, Financial Services, Retail, Insurance, Trading and Food chain industries
* Proficient in preparing structured MIS reports for senior management with detailed analysis
* Possess the financial acumen and commercial flair needed to understand diverse market and identify potential opportunities and new clients
* Strategic efforts were recognized on several occasions including recognition 3 times as top performer at all India level in the year 2011-12 at Faber-Castell, India, & Best Sales Person award in 2005 at Bombay Chowpatty
* Experience in building valuable relationships with customers, ensuring tone of voice, language and contact are in line with brand guidelines
* Ability to interact with the clients in a friendly manner and provide them with accurate, detailed and complete travel information
* Proficient in MS Office, Internet and Email applications
* Ability to understand Consumer Behavior enabling to make proper strategies of Marketing and Brand Management tools
* Possess excellent organization, communication and interpersonal abilities, time management, multitasking, supervisory skills, and computer competences
* Efficient in marketing communications including branding, public relations, advertising, white papers, trade shows, seminars and events collateral materials, analyst and market research management

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|  |  | CAREER PROGRESSION |  |

**Business Development Manager Feb 2014 to Present**

***Queen Group, Dubai, UAE***

*Challenge to build market position by locating, developing, defining, negotiating, and closing business relationships. Generate a pipeline of new business clients, from individuals to mid-market and large organizations who trade online*

* Successfully helm Division and responsible for successful planning and execution of Business Development operations, effectively responding and engaging with stakeholders and planning and measuring of performance to create relevant opportunities for them
* Spearhead efforts to forge strategic partnerships with potential clients and other third parties that provide added value to the company’s mainstream
* Screen potential business deals by analyzing market strategies, deal requirements, potential, and financials; evaluating options and resolving internal priorities
* Participate in projecting business growth and setting of revenue targets, monitoring budgetary variances and taking timely action to correct negative deviations ensuring compliance in key areas
* Facilitate cross-regional communication to ensure market awareness of competitors’ pricing and product positioning and of development initiatives and priorities
* Integrate several disciplines that include finance, communication, marketing and compliance to enable an effective two-way channeling of information between the company, the financial community and other constituents



**Sales Manager - Retail Sep 2013 to Jan 2014**

***Cummins India Pvt Ltd (Battery division), India***

*Spearheading a team of 6 Sales executive, challenged to managed products’ sales of Battery division to address the customer’s business issues and needs.*

* Maximized sales & drive business growth by delivering initiatives and promotion programs and providing targeted support to the team
* Developed forecasts, financial objectives and business plans. Meet goals and metrics, manage budget and allocate funds appropriately
* Located areas of improvement and propose corrective actions that meet challenges and leverage growth opportunities
* Developed product segment growth business plans with existing customers and targeted new customers specially in industrial and marine sectors which led to increasing profits
* Ensured clear targets & effective performance management process by providing advice, consultancy & support to the team; coaching for agency leader development; effectively managing & monitoring poor sales performance & non compliance & taking disciplinary action
* Achieved revenue targets of Battery division. Managed cost controls against budget of controllable cost items
* Responsible for successful planning and execution of Sales operations, effectively responded and engaged with stakeholders, planning and measuring of performance and engaged with clients to create relevant opportunities for them

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**Sales Executive Jul 2010 to Aug 2013**

***Faber-Castell India Pvt ltd, Goa, India***

*Hired to market company products and services to existing customers and prospects, works with the sales manager to develop new customers, and strives to meet and exceed sales volume goals and company budgets*

* Assisted and presented the quote and proof to the customer in a professional manner, answering any questions or potential problems and communicating any changes or additional delays
* Maintained files with relevant information for each new prospect and makes periodic calls on prospective customers
* Worked as an integrated member of the sales team, making sales calls, providing details information and sales proposals to agents and clients, providing sales leads and liaising with other members of the team where appropriate
* Followed all relevant processes, standard operating procedures and instructions so that sales can be made in a consistent manner
* Handled customers with utmost attention and provided full information to provide a memorable customer experience, facilitate repeat purchases and brand recall

**Previously held positions**

**SDM**, *HDFC Standard Life, Kerala, India*  **2010 - 2011**

**Business Development Manager**, *Future Scaffolding & Aluminum Trading Ltd, Dubai, UAE* **2006 – 2010**

**Sales Supervisor-cum- Shop –in-charge**, *Bombay Chowpatty, UAE* **2003 – 2006**

**Sales Coordinator**, *CK TRADERS, India* **1999 – 2003**

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|  |  | EDUCATION & CREDENTIALS |  |

**Master (MBA),** *Business Administration (Major in Marketing)* 2013

*Annamalai University, India*

**Masters,** *Arts (Philosophy)*  1999

*Calicut University, India*

**Bachelors,** *Arts (Philosphy)*  1997

*Calicut University, India*

**Diploma,** *Journalism*  2000

*Bharatiya Vidya Bhavan, India*