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| Personal Profile:-**Date of Birth**: 28th MARCH 1987**Gender** : Male**Nationality** : Indian**Marital Status** : Single | **CURRICULUM VITAE**CAREER OBJECTIVELooking for an opportunity in your esteemed organization where I can apply my knowledge and skills towards the profitable growth of the organization and enrich myself with qualitative experience.**PERSONAL & PROFESSIONAL PROFILE*** **A competent professional offering over 4 years of experience in Business Development &Brand Promotions / Campaigns, Online Marketing Communications, Event Management, Project/Program Management and Team Management**
* **Crafted marketing messages consistent with the organization’s vision, mission and value statements**
* **Hands-on experience in charting out marketing strategies and contributing towards enhancing business volumes & growth and achieving profitability norms**
* **An out-of-the-box thinker with a proven track record of increasing revenues, streamlining workflow and creating a team work environment to enhance productivity**
* **Proficient in monitoring strategy formulation through market research and fine-tuning strategies to ensure wider market reach & penetration of unexplored market segments**
* **Strong creative skills with a flexible & detail oriented attitude with the capability to interact with people across the globe**

ACADEMIC PROFILE **2011 MBA (Marketing) from University of Wales, UK** **2008 B.Com. (Computer Applications) from Mahatma Gandhi**  **University, Kottayam, Kerala, India** COMPUTER PROFICIENCY* **Tally ERP 9 , Microsoft word, Microsoft Excel, Power point and Windows**

PROFESSIONAL EXPERIENCE* **Since Oct’12 with Classic Plywood’s and Laminates, Cochin**

 **As Marketing Manager** *Agency specialized in Brand Storytelling, Digital Strategy and Events** **Apr’09 – Jun’10 with Majestic Timber Company, Cochin**

 **As Marketing Executive** |
| **Strengths**The burning desire for Self Improvement.A good team player and positive attitudeEvergreen quest for the great knowledge which fires up innovations.Ability to strike a friendly chord with any kind of personality and versatility.**Location**: Dubai | **Key Result Areas:*** Administering the company's Digital Marketing & PR Department ensuring successful marketing campaigns
* Conceptualizing, planning & organizing brand development and promotion activities by developing new communication mix and new strategies for brand
* Spearheading the design and implementation of a complex yet workable marketing communications strategy which concentrates on communication modalities
* Developing and implementing marketing communications; applying several techniques such as Social Media Strategies, Branded Content, Influencer Management and PR actions as well as special events focused on achieving specific objectives
* Identifying target audiences, planning marketing activities to achieve brand awareness and executing promotions for ensuring product visibility for enhancing brand image and volumes
* Cultivating relationships of mutual cooperation and respect for organizational benefit with various stakeholders including the media, vendors, government authorities, the investor community, employees, and NGOs
* Managing the production of marketing materials, including leaflets, posters, flyers, newsletters, e-newsletters and DVDs
* Sourcing advertising opportunities and placing adverts in the press - local, regional, national and specialist publications - or on the radio
* Working collaboratively with a diverse team for creating and managing cross-organizational and integrated/ national marketing strategies
* Assisting in developing new business sources through exhibits and sponsorships; reviewing existing promotional materials for marketing effectiveness, cross-selling implications and ensuring adherence to brand guidelines

**Part-time Assignment** **Jan’11-Jul’12 with London Premier Souvenir 192 Baker Street**, **London (UNITED KINGDOM)As Store Manager.** **Key Result Areas:*** Conducted the recruitment of employees for the store; ensured store was meeting the targets and earning profits
* Maintained overall image of the store; managed the assets of the store.
* Maintains store staff by recruiting, selecting, orienting, and training employees.
* Secures merchandise by implementing security systems and measures

ACTIVITIES AND INTERESTS* **Internet: Net browsing, getting updates from various sites of news, professional entertainment etc..**
* **Curricular: Drawing, Painting, Photo Editing etc..**

LINGUISTIC ABILITIES**Languages: English , Hindi, Tamil & Malayalam**  |



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