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| Personal Profile:-  **Date of Birth**:  28th MARCH 1987  **Gender** : Male  **Nationality** : Indian **Marital Status** : Single | **CURRICULUM VITAE**  CAREER OBJECTIVE Looking 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 attitude  Evergreen 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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