SHAMIM S.N.

In quest of career enhancing opportunities in heading Business Operations with the focus on Product Management, Brand Management, Channel Sales and Business Development

PROFESSIONAL SNAPSHOT

* A dynamic professional with nearly 13 years of experience in Client Relationship Management, Product Management, Sales & Marketing and Business Development in Telecom and Consumer Electronics sector.
* Hands-on experience in increasing revenues, exceeding targeted goals, developing profitable and productive business relationships and coordinating with decision-makers.
* Deft in conducting market research, proposing consumer insights, trade insights, market intelligence & competition analysis before innovation strategy.
* Adroit in devising & implementing product management plans after studying current consumer insights & technology trends and effectuating the same for different consumer segments.
* Exceptionally well organized with a track record that demonstrates self-motivation, creativity and initiative to achieve both corporate and personal goals.

AREAS OF EXPERTISE

### Sales and Marketing

* Driving business growth through identification & penetration of new market segments for attainment of targets with a view to optimize revenue.
* Tapping areas of growth & proposing new projects to the management to capitalize on such opportunities through market intelligence activities.
* Coordinating budgets, forecasts and reports & accordingly effectuating business plans to attain maximum sales and optimum revenue.
* Planning and Implementing Brand Promotional activities both ATL & BTL- covering Media planning and execution to On Ground BTL activities

Channel Development

* Networking with reliable dealers/channel partners resulting in deeper market penetration and reach.
* Developing and appointing new business partners to expand product reach in the market; working in close interaction with the dealers & distributors to assist them to promote the product.
* Monitoring Distribution networks to ensure ready availability of the services at all times.

Business Development

* Forecasting sales targets and executing them in a given time frame thereby enhancing existing clientele.
* Driving business growth through identification & penetration of new market segments for attainment of targets with a view to optimize revenue.
* Interpreting the competition after in-depth analysis of market information to fine-tune the marketing strategies and escalate business volumes.

ORGANISATIONAL SCAN

Since Jan’13 with as Branch Marketing Manager

Key Deliverables:

* Overseeing the entire State, comprising of 2 Branches; viz – Cochin & Calicut for KPI’s including Brand Promotion – both ATL & BTL, Budget Planning, Sales Promotion, Branding, Merchandising, Claim Settlement, Trade and Team Engagement activities.
* Evaluating and developing new markets and coordinating with regional and district level staffs to improve sales.

Notable Attainments:

* Essayed a stellar role in:
* Won QBR Awards for the team consecutively for exemplary performance (especially during Onam)
* Won accolades on creative hotspots and visibility drive during special campaigns including Onam
* Supporting the Distributors and FOS, in coordination with the S&D Team.
* Onam Market planning and rollout, Implementation and follow up including Media Plan.
* Trade Engagement activities & Employee engagement activities
* Customer footfall generation – On ground BTL Activites

Since Feb’11- Sep -12 with Unitech Wireless TN Pvt. Ltd. – Uninor as Zonal Trade Marketing

Key Deliverables:

* Overseeing the entire zone, comprising of 3 districts for KPI’s including Sales, Sales Promotion, Branding, Merchandising, Claim Settlement, Trade and Team Engagement activities.
* Evaluating and developing new markets and coordinating with regional and district level staffs to improve sales.

Notable Attainments:

* Essayed a stellar role in:
* Supporting the Distributors and FOS, in coordination with the S&D Team.
* Developing 3 new channels.

Dec’09 – Jan’11 with Tata Teleservices – Docomo as Deputy Manager - Prepaid

Key Deliverables:

* Involved in:
* Handling 4 major channels and steereing a team consisting of around 12 Executives.
* Imparting training and organizing other developmental promotional programmes.

Notable Attainments:

* Played a vital role in leading the distributors.

Dec’07 – Nov’09 with Vodafone as Channel Sales Manager - Prepaid

Key Deliverables:

* Oversaw 4 major channels and steered a team of around 30 Executives.
* Liaised with regional and district level staffs to improve sales.

Notable Attainments:

* Instrumental in achieving an average of 5000 sales from the region & overseeing revenue of 2.5 crores.
* Significantly contributed in leading the Distributors and FOS & developed five new channels.

PRECEDING ASSIGNMENTS

* Aug’06 – Dec’07 with Reliance Communications as Channel Sales Manager – Post-paid
* Dec’04 – Aug’06 with Kudumbashree, Kerala State Poverty Eradication Mission as Development Consultant

PROJECTS EXECUTED

* A study about VRS, its effect on employee attitudes and its overall attractiveness, with reference to ITI Ltd Palakkad in May - June 2002
* A study about the overall financial position of ITI Ltd Palakkad in May-June 2000

ACADEMIC CREDENTIALS

* MBA (Marketing & Human Resource Management) from Guruvayurappan Institute of Management (affiliated to Bharathiar University), Coimbatore in 2003.
* Bachelor of Business Management from Sree Narayana Guru College Of Arts & Science (affiliated to Bharathiar University), Coimbatore in 2001.

EXTRAMURAL ENGAGEMENTS

* Served as:
* Coordinator for Management Fest - AFFIATUS in 2003 at Guruvayurappan Institute of Management.
* Coordinator for Onam Celebrations and Exus – the Alumni meet at Guruvayurappan Institute of Management in 2003.
* Member of interview panel for training and development as part of the placement activities.
* Arts Club Secretary during BBM at Sree Narayana Guru College.
* Functioned as:
* Member of Organizing Committee of Credise the inter-collegiate mega event for three consecutive years during BBM at Sree Narayana Guru College.
* Member of Organizing committee for Carnaid - a charity show by BBM dept.
* Office bearer of Business Management Association.
* Students’ editor and coordinator of college magazine – Credise.
* Leader of the team that Won Second prize for implementing a product launch at the college competitions.
* Acknowledged as:
* The “Best Student” at the college level by the management.
* The topper in MBA class and for winning a merit certificate for the same.
* The second in academics in UG and winning a silver medal for the same.
* Accredited with the several prizes for programmes like Quiz, Ad-Zap, Dumb Charades, Best Manager, Essay and Poetry Writing and Fashion Shows.

PERSONAL DOSSIER

Date of Birth : 18th September, 1978

Linguistic Abilities : English, Hindi, Malayalam, Tamil and Urdu

Job Seeker First Name / CV No: 1800900

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