**SHABEER PARAPPURATH**



**MIDDLE MANAGEMENT PROFESSIONAL**

** SALES & MARKETING SALES COORDINATOR  OFFICE ADMINISTRATION**

** HUMAN RESOURCE MANAGEMENT**

Offering nearly 9 years’ in managing Sales, Marketing, Administration & HR Functions of leading organisations in IT, Telecommunications & Electrical industries

**Professional Synopsis**

* Skilled in managing end-to-end Sales & Marketing Operations including Business Development, Market Research, New Product Launches, Product Promotions, Marketing, Branding and Revenue Maximisation
* Proficient in increasing sales revenues, developing profitable & productive business relationships with channel partners, deciding on schemes for promotional events and building the client base
* In-depth understanding of marketing activities such as preparing marketing plans, creating & positioning brands and executing creative visibility campaigns in market to attract customers
* Expertise in managing full range of HR services to support the overall business strategy of the company and in developing & implementing HR functions that build employee value & promote a culture of performance
* Self-starter & flexible with excellent communication, relationship management, negotiation, analytical & problem solving skills

**Skill Set**

**Sales & Marketing**

* Expanding sales in the assigned territory and consistently improving profitability of the company; identifying new streams for long-term revenue growth and maintaining relationships with customers to achieve repeat business
* Developing strategies for expansion of existing clientele base and generating repeat business from existing clients
* Building marketing campaigns and marketing collaterals inclusive of seminars, mailers, newsletters, brochures, flyers, newspaper advertisements, hoardings & online marketing activities
* Establishing brand building & consumer loyalty programs to improve product awareness in market; conducting product promotional activities for raising product acceptance
* Building excellent rapport with customers; maintaining contact with customer base to build long-term relationships

**HR & Admin Operations:**

* Introducing policy & procedures related to HR and Administration; preparing & maintaining statistical reports on personnel related data such as hires, transfers, performance appraisals, absenteeism, salary & benefits
* Organizing induction & orientation programs for newly recruited candidates for making them familiar with the culture of the organisation
* Developing & administering performance management programs from stage of goal setting to performance improvement process; attending & resolving employees grievances in a prompt and effective manner
* Maintains workflow by studying methods; implementing cost reductions; and developing reporting procedures.
* Creates and revises systems and procedures by analyzing operating practices, recordkeeping systems, forms control, office layout, and budgetary and personnel requirements; implementing changes.
* Resolves administrative problems by coordinating preparation of reports, analyzing data, and identifying solutions.

**Work Experience**

**Since Sep’14: Abu Dhabi, U.A.E as Sales Executive Sales & Marketing Executive**

**Accomplishments:**

* Augmented revenue by 35% and market share by 20% through proper follow-up with customers
* Amplified customer base by 20% by maintaining effective relationships with customers
* Identified target markets and established successful plans to develop them, thereby bringing in $ 9 Million revenue

**Sep’13 – May’14: VETA English Training Academy, Perinthalmanna, Kerala, India as Centre Manager**

*Brand of Amoha Education (P) Ltd., it is a franchise owned by Edroots International under the name of “English Ways”*

**Role:**

* Developed & implemented strategic and business plans; managed market research, business development, marketing, marketing budgeting, networking and contract management
* Prepared database of potential customers for lead generation
* Ensured conversion of sales leads by coordinating closely with the counselors
* Facilitated timely collection of processing and coaching fees from students

**Accomplishments:**

* Augmented revenue by 70% and market share by 50% through the implementation of seminars, newsletters, mailers, online marketing activities and other media advertisements
* Amplified customer base by 300% by maintaining effective relationships, market research, proper advertisement and effective follow-up of turned out enquires

**Oct’09 – May’13: Electra Abu Dhabi LLC, Abu Dhabi, U.A.E as Sales & Marketing Executive**

**Joined as Sales Executive, Abu Dhabi; promoted as Showroom In-charge, Alain Branch in Dec’10**

Products Handled: Legrand Wiring Accessories, Intercom & Cable Management Solutions, KDK Fans, Lumax & Hercelamp Light Fittings and GE Electric & Lighting

**Role:**

* Consistently achieved budgeted sales margin by promoting/ selling the right products and quantities to the right shop category at the right time
* Established strong relationships with contractors, consultants and walk-in-customers; obtained approval for products from the consultants as per their specifications; generated new client and followed-up with existing costumers
* Managed administrative activities such as accounting, invoicing, documentation, materials & stores management, preparation of quotations and day-to-day cash management in main office
* Identified new projects from stage of inception; identified different milestones & ensured adherence to project schedule; developed new projects provided solutions for their electrical requirements on turnkey basis
* Kept track of credit accounts within agreed cut off limits by ensuring adherence to company’s Credit Control Policy

**Sep’07 – Nov’08: International Trading & Technical Services (Inter-Tech), Doha, Qatar as Sales Executive**

Products Handled: Alcatel PABX, CCTV, Fire Alarms, Computer & Peripherals, Printers and Cartridges

**Role:**

* Provided support for pre-sales, after-sales support and development & delivery of product demonstrations
* Arranged meeting with clients and consultants for improving awareness about company products & negotiations
* Regularly visited contractors and sub-contractors to discuss about on-going & upcoming projects and pursued them on company products & services
* Worked in coordination with several offices and traders for selling office stationeries & related products
* Functioned as Purchase Officer for upcoming requirements of clients
* Assisted the organization on a regular basis with marketing plans and business strategies

**Jun’06 – May’07: SV Electronics, Chennai, Tamil Nadu, India as Office Administrator**

**Role:**

* Ensures operation of equipment by completing preventive maintenance requirements; calling for repairs; maintaining equipment inventories; evaluating new equipment and techniques.
* Provides information by answering questions and requests.
* Maintains supplies inventory by checking stock to determine inventory level; anticipating needed supplies; placing and expediting orders for supplies; verifying receipt of supplies.
* Completes operational requirements by scheduling and assigning administrative projects; expediting work results.
* Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
* Contributes to team effort by accomplishing related results as needed.

**Dec’05 – May’06: IQ International e-services, Chennai, Tamil Nadu, India as HR Executive**

**Role:**

* Managed end-to-end Recruitment Function for area offices including identification of vacancies, sourcing of appropriate CVs, arrangement of interviews and selection
* Mobilized new starters with the induction process
* Developed training programs involving assessment of training needs to be used in the training plans

**Accomplishments:**

* Played a key role in recruiting 1500+ employees across all levels of management
* Instrumental in ensuring 100% process adherence and right compensation health for the assigned business unit
* Improved performance feedback mechanism by monitoring and offering constructive recommendations, in response to both positive & negative workplace behavior; maintained high employee morale and almost nil attrition

**COMMENCED CAREER: Jun’03 – Jun’04: MR Associates, Trichur, Kerala, India as Sales Coordinator**

Products Handled: Fast moving Consumer Goods

**Education**

* Master of Business Administration (Marketing & HR) from University of Madras, Tamil Nadu, India in 2006
* Bachelor of Business Administration from Madurai Kamaraj University, Tamil Nadu, India in 2002

**Certifications**

* Alcatel-Lucent Certified Sales Representative; completed the following modules:
  + Alcatel - Lucent Office Communication Solutions for SMEs in 2007
  + Alcatel - Lucent Corporate Communication Solutions for Large Enterprises in 2007
  + ACSR Alcatel - Lucent Contact Center Solutions in 2007
  + ACSR Alcatel - Lucent Business Communication Solutions for Mid-sized Enterprise
  + ACSR Omni Touch Unified Communication R5.x
* Business Professional Programmer (DOEACC ‘O’ Level)
* Oracle Certified Associate (OCA-9i DBA)

**IT Skills**

Office Tools: MS Office and Internet Applications

Package: Tally, Oracle DBA

**Personal Details**

Date of Birth: 5th June 1981

Nationality: Indian

Marital Status: Married

Languages Known: English, Arabic, Hindi, Tamil and Malayalam

**Job Seeker First Name / CV No: 1801470**

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