ANI

**Sales & Marketing ~ Finance**

Acknowledged for strengthening companies to lead in highly competitive markets and delivering innovative marketing concepts & strategies

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| knowledge24x24iconsProfile Summary |
| * MBA (Marketing &Finance) with over 5 years of experience in Sales and Marketing, Operations Management and Risk Management
* Independent self-starter with strong work ethic and a high level of initiative and motivation
* Experience in conceptualizing & executing plans to drive business growth & achieve desired target as well as monitor competitor activities to retain market share
* Possess skills in cementing healthy relationship with clients for generating and augmenting business
* Capabilities in developing high net worth business by coordinating requirements, developing & negotiating contracts
* A keen communicator with honed interpersonal, problem solving and analytical skills
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| career24x24icons Career Timeline | core24x24iconsArea of Excellence |
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| edu24x24icons Education |
| * MBA (Marketing & Finance) from SNR Son’s College, Coimbatore, Bharathiyar University in 2009 with 77%
* Advanced Diploma in Sales Promotion Management from SNR Son’s College, Coimbatore, Bharathiyar University in 2009 with 70%
* Bachelors in Economics from MSM College, Kayamkulam, University of Kerala in 2006
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| exp24x24icons Work Experience |
| **Jun’13– Dec’15 with National Food Products & Trading Company, Muscat, Sultanate of Oman as Sales Supervisor** |
| Growth Path:Jan’15 – Dec’15 Sales SupervisorJun’13 – Dec’14 Sales Executive |
| **Key Result Areas:****As Sales Supervisor*** Supervising overall activities which include sales, distribution, customer service and administration while focusing on achieving the sales & collection target set by the company; providing Sales & Market Intelligence Report to senior management
* Developing strong market knowledge of existing and potential clients and ensuring business growth opportunities aligning to company’s strategic plans & policies on financial and sales related matters
* Supporting marketing related events, seminars, mailers and call campaigns to increase brand awareness and presence in the local market
* Growing and maintaining existing customer and partner relationships in territory by utilizing question based selling methods to ascertain customers’ needs to craft relevant solutions / products
* Coordinating with the Accounts Department in maintaining the payment status of the customers
* Preparing contracts and responding to customer needs; developing new business deals by coordinating requirements, and negotiating contracts

**As Sales Executive** * Strengthened relationship with strategic account by leveraging key account management skills and developing new and untapped potential customers
* Followed-up with all the major clients / customers regularly; dealt with after-sales queries, investigated customer complaints and ensured that they are resolved till customers' satisfaction
* Reported to the Sales Manager regarding movement of goods / brands; ensured timely payments of outstanding balances according to the payment terms

**Highlights:****As Branch Supervisor*** Identified niche markets in these Ash Sharqiyah region, Oman regions and new / future services that provided the company with a competitive advantage and improved profitability
* Achieved/exceeded monthly sales targets and gross profit quota by identifying, prospecting and qualifying new customers and selling through strategic partners in a geographic territory of Ash Sharqiyah region
* Submitted accurate & timely forecasts that were aligned with assigned sales quotas; surpassed sales targets.

**As Sales Executive** * Worked with the group marketing team to develop marketing campaigns to support sales strategy; generated new business and raised awareness of other company products
* Developed the current prospect database of clients to generate effective leads & exceeded sales targets.
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| **Nov’10 – Sep’12 with Geojit BNP Paribas Financial Services Ltd., Head Office, Kochi, India as Executive - Risk Management Operations**Geojit-bnp-paribas.jpg |
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| **Key Result Areas:*** Managed the branch operations in order to minimize the risk and encourage business of the firm; organized and managed staff resources according to changing environment; monitored all risk-related activities
* Offered guidance to the branches in resolving functional queries and identifying areas of improvement; suggested best practices that offered cost / productivity savings and ensured excellence
* Examined and approved credit / margin proposals from branches or through regional managers to clients in line with company’s credit policy and regulatory guidelines
* Directed loss prevention / loss retention programs; suggested recommendations to higher authority
* Generated internal risk monitoring reports on a daily basis and reported it to higher authority

**Highlights:*** Embedded behaviours and competencies such as automated clearance of due debits by selling the pledged shares that created a risk management mind-set in the organization
* Facilitated training of control-related topics
* Liaised with Internal Audit Team, Business Unit Heads and Corporate Compliance on behalf of the division; assisted in resolving identified issues and monitoring their resolution
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| **Aug’09 – Aug’10 with The Muthoot Finance Ltd., New Delhi, India as**muthoot.png**Accounts Executive** |
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| **Key Result Areas:*** Provided assistance to the Branch Manager in the day-to-day activities of the branch, finance planning and other operations activities; acted as the custodian for the safe locker and managed the safe locker operations
* Coordinated with bank for daily transactions & fund management; followed-up with clients on pending invoices & receivables
* Managed cash counter operations and maintenance of appropriate cash / accounts registers and ledgers electronically and manually according to the organization’s accounting norms
* Prepared daily / monthly account statements and related reconciliations; liaised with the auditors and helped them in conducting periodical or special audits

**Highlights:*** Accelerated the monthly reconciliation process from 3 days to 1day task through measures such as weekly reconciliation of internal ledgers except bank
* Recorded all accounting entries in ERP Software

edu24x24icons Training & Certifications* Professional Excellence Training conducted by Anglo-Intelligentsia, 01 Jun 2016 – 29 Jul 2016

softskills24x24icons IT Skills* Familiar with Windows, MS Office, MS Outlook, Tally, CRM & MRM Software and Internet Applications
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| personaldetails24x24icons Personal Details |
| Date of Birth: 3rd January 1986Marital Status: MarriedNationality: IndianLanguages Known: English, Hindi, Malayalam, Tamil and ArabicVisa Status: Visit Visa (Valid till 17/11/2016)No. of Dependents: 1 |
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