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 | |
| career24x24icons Career Timeline | core24x24iconsArea of Excellence |
| career copy.JPG   |  | | --- | | 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 | |  |
| 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 Supervisor  Jun’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. | |
| **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 | |
| **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 | |
| personaldetails24x24icons Personal Details | |
| Date of Birth: 3rd January 1986  Marital Status: Married  Nationality: Indian  Languages Known: English, Hindi, Malayalam, Tamil and Arabic  Visa Status: Visit Visa (Valid till 17/11/2016)  No. of Dependents: 1 | |
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