**Manoj**

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**OBJECTIVE**

Looking for a challenging position in project management & Sales and Marketing that would allow me to contribute immensely with my analytical skills and domain knowledge and help me acquire new skills.

**SUMMARY**

* M.B.A (Marketing & Finance) from Hindustan College of Engineering (Anna University), Chennai -2008, with first class
* B.Sc. Electronics & Communication Systems from Bharathiyar University, Coimbatore – 2006, with first class
* Diploma in Computer Applications with knowledge of C and Visual Basic
* Over 3 years of managerial experience in marketing and banking domains. A year of experience working in NGO as a Centre Coordinator
* Proven track record in adapting processes and CRM.
* Proficient in adapting computer systems to business processes.
* Basic Programming skills (Diploma in C, Visual Basic)
* Skilled in MIS ,& M&E operation

**WORK EXPERIENCE**

**Customer relation, Albayan Purification & Potable water L.L.C UAE (March 2013 to Oct 2014)**

Albayan group is the market leader in providing the Purification and potable water solutions in the UAE. After joining the Albayan group as a marketing executive, soon got promoted within 6 months to Customer Relationship manager of the Albayan group.It was challenging to adapt a good knowledge in international market by communicating with international society and understanding their buying patterns and the service they required.

**Responsibilities included**

* Expanding the market for companies’ products into new geographical locations across UAEand increase market share gains.
* Customer relation manager in charge of raising the customer awareness for the company’s product lines and help raise customer satisfaction by engaging with customers to understand needs and help adapting solutions.
* Help streamline customer service schedules by introducing and leveraging CRM into the company’s customer service operations.
* Setup and generate reports that analyzed customer engagement surveys to identify and resolve potential problems that can lead to customer dissatisfaction and provide management with the tools necessary to better price the product to the market.
* Give training to the customer service executive on FCR & FTR

**Software Marketing Lead for South India, CADD CENTRE SOFTWARE SOLUTION, Chennai India. (Sep 1, 2009-0ct 10, 2010)**

As marketing lead for the company’s software products in the Project Management domain such as Primavera, was able to stem previous multi-year sales declines in the Chennai region. Was able to achieve gains in the market share by educating organizations about the benefits of transitioning from grey market software to licensed products.

**Responsibilities included**

* Helping to expand the market for the Primavera product from Rs 20 Lakh last year to more than Rs1 Core within a year.
* Created new niche markets and customer awareness for the company’s products amid Universities and Engineering Schools.
* Helped the core sales team transition into an agile and efficient group that can respond quicker to changing market needs and conditions
* Developed expertise among the sales staff in using and demonstrating Primavera project management software.
* Leading a team in north and south regions of Chennai, motivating my team members by giving lot of tips about the current market, doing pre sales, before post sales

**Banking domain, Axis bank, Chennai India(2nd Feb 2009 to 25 Aug 2009)**

Axis Bank Limited, formerly UTI Bank, is a financial services firm that had begun operations in 1994, after the Government of India allowed new private banks to be established. The Bank has strengths in both retail and corporate banking and is committed to adopting the best industry practices internationally in order to achieve excellence.

**Responsibilities included**

* Educating clients with reference to the accounts, both saving and current.
* Giving explanation to the customer’s queries.

**DON BOSCO (MORD) NEW DELHI (3rd Nov 2010 to 28th Dec 2012)**

Worked with Don Bosco as a Trainer of Sales & Marketing

DB Tech is an NGO with a network of 125 skill training centers engaged in livelihood training in India. Don Bosco is an educational institution working for a government project (Ministry of Rural Development)

**Job responsibilities**

* Worked for a government project training economically and socially marginalized youth in age group of 18-35 years.
* Skilling trainees and grooming them for the organization.
* After six month of phase got prompted as a Centre Coordinator

**Job Description as a Centre Coordinator**

* Maintenance of centre infrastructure and records
* Ensuring curriculums for the trades of the centre is maintained
* Ensuring the attendance register of staff and students are maintained on a regular basis.
* Facilitating functions (Inauguration /Parents meet/) with the state coordinator
* Single point of contact to coordinate all the activities of the centre.
* Coordinating in making the centre as a team
* Collating data and coordinating with the MIS person at the centre and ensure MIS data is updated as per the timeline.
* Weekly monitoring to be initiated, to be recorded, to be shared with the State coordinator, Regional coordinator and Sr. Exec M&E and ensure the concerns are addressed on a weekly basis
* Would need to coordinate with the DRDA on a monthly basis. Inform them on centre initiation and update them about the progress of the project every month along with the State Coordinator.
* To ensure that all the activity of the centre coordinator is done in coordination with the State Coordinator.

**Other Project Work:**

* Conducted study on Ratio Analysis in favor of Palakkad District Cooperative Bank

This project, performed under guidance of the bank’s General Manager, aimed at analyzing past trends in asset coverage ratio for the bank and compared it with industry standards. The results established a multi-year positive trend in the bank’s ability to meet its debt obligations.

* Financial Analysis of Indian Telephone Industries Ltd, Palakkad

The project was performed under the assistance of the chief accountant Mr., Manoharannair, analyzing the profit and loss account of the ITI LTD, and given feedback to improve their productivity

**Related Interests**

* Presented a paper on ‘Influence of Multi National Corporations in India’. This paper dwelt on the role of MNCs in key functions such as advertising and marketing in the Indian market place.
* Attended seminar on National budgeting control –conducted by Madras Management Association featuring Montek Singh Ahluwalia
* Attended round table on Supporting Venture Capital – conducted by National entrepreneur network
* Attended colloquium on Embedded systems, VLSI designing and Fiber Optics Communication

**Technical Skills**

* Proficient in ‘C’ and Visual Basic programming.
* Proficient in MS-Office tools
* Tora, spss
* Primavera (project management software), risk analysis, p6
* Skilled in MIS, & M&E operation

**PERSONAL DETAILS**

Date of Birth : 28.02.1986

Languages Known: English, Malayalam, and Hindi

**DECLARATION**

I hereby declare that the information’s given above are true to the best of my knowledge.