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| **MOHAMED**  [**MOHAMED.336725@2freemail.com**](mailto:MOHAMED.336725@2freemail.com)  **Marketing Manager | Business Consultant**  DOB: 1988-04-25 | Gender: Male | Marital Status: Married | Nationality: Indian  Currently in Chennai, India; *willing to relocate within 3 months*  Fluent in English, Hindi and Tamil |  |
| *Seeking a challenging position to drive realization of business targets with adept management of organizational diversity, while maintaining a firm focus on assured bottom line gains and distinguished company performance* | |

**CAREER SNAPSHOT**

**Experience:** Accomplished professional with **over 5 years** of experience in **Telecommunications, Marketing and Advertising** domains which includes a mélange of activities conducted and spearheaded with extensive focus on **Business Development, Strategic Planning, Consultation, Business Analysis,** and **Product launching**

* Expert in **Key accounts management, Client Relationship Management** & Team Management
* Adept in expanding the market & **generating new business,** targeting potential customers and increasing revenue
* Exceptional in valuating business operations and competitive activity and providing recommendations to **restructure the organization** to promote company's brand; acknowledged for initiating new activities to help **increase revenue**

**Expertise:** Provide orientations to the sales team on a drive to **expand business** through aggressive sales initiatives that deliver revenue growth, market share, and market penetration

* Provide solution to **complex business**, ability to represent organization in front of clients and various forums driving high performance and growth; identify problems and generate the right team to drive solutions
* Prudent in formulating schemes & **making decisions** using tact acquired through a deep understanding of business development, including **advertising, branding** and **customer servicing**

**People Skills:** Highly motivated, quick learner, team player and skilled in achieving operational efficiency

* Maintain **excellent client rapport** despite intense market competition and a tumultuous economic situations
* Flexible and **detail oriented**; excellent communication,interpersonal, problem solving and **organizational skills**

**FUNCTIONAL SKILLS**

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| * Customer life-cycle Management * Business Operations Management * Corporate Communication * Business Consultation * Brand Management | * Online Revenue Enhancement * Business Requirement gathering * Process & Product evaluation * Data Analysis / Business Analysis * Customer Relationship Management | * Competition Analysis * Project Coordination * Market Research * Management Reporting * MS Access & SAS |

**EDUCATION**

* Master of Business Administration in Marketing and Operation, Abdur Rahman University, Chennai, India - 2011
* Bachelor of Technology in Electrical & Electronic Engineering, Pondicherry University, India – 2009

**EMPLOYMENT HISTORY**

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| **Organization** | **Designation** | **Duration** |
| Idea Cellular, Chennai | Senior Executive  SPOC for Communication and IVR  SPOC for MNP Retention | Sep 2015 – Present  Sep 2013 – Sep 2015 |
| Manar Al-Kuwait General Contracting | Marketing Operations Coordinator | Dec 2012 – Aug 2013 |
| FLYTXT Mobile Solutions Pvt. Ltd. | Product Consultant (Aircel Cellular Ltd.) | Oct 2011 – Oct 2012 |

**KEY DELIVERABLES**

As a **Senior Executive** @ Idea Cellular (*Idea cellular Ltd is India’s third largest mobile operator and world’s twelfth largest mobile operator by subscriber base. Pan-India integrated GSM operator offering 2G, 3G and 4G mobile services. Idea Cellular belongs to Aditya Birla Group*)

* Playing a key role in launch of IDEA 4G
* Negotiate business requirements, and discuss terms & conditions with various vendors and ensured timely delivery

As a **SPOC for Communication and IVR** @ Idea Cellular

* Resolved operational problems of IT & Network fields to set IVR and communication flow within instructed portfolio
* Implement new feature considering customer preference in IVR in-order to reduce manual intervention which intern reduces company cost; conduct periodic testing of all features in IVR for uninterrupted & delighted customer service
* Planned and assigned various modes of communication based on budget and requirement
* Implemented new practice in OBD, resulting in increased online revenue and utilization
* Reducing OBD ringing time and Double product subscription in Single OBD were registered as national best practice

As a **SPOC for MNP Retention** @ Idea Cellular

* Managed a team of 8 technical resources performing MNP retention out-calling
* In-charge for controlling overall circles MNP prepaid port outs, and monitored prepaid customer behavior and their performance post retention. Focused primarily on increasing retention, ARPU and churn reduction
* Implemented various automation for reducing system dependency which resulted in increase productivity
* Ensured knowledge transfer, staff performance and key staff dependency is mitigated
* Monitored activation trends, distributor performance, forecasts, competitor analyses and new product information
* Ensured process adherence and quality in every task and provided necessary training and corrective actions
* Launched Customer Engagement Programs as well as organized various customers engagement activities

As a **Marketing Operations Coordinator** @ Manar Al-Kuwait(*a business product development company specialized in designing brochures, banners and business cards for clients*)

* Single point of contact for all customer requirements and issues resolution
* Investigated sales data, market trends, forecasts, account analyses, new product information & customer requests
* Negotiated pricing and terms and conditions for services and ensure delivery in a timely manner
* Planned, directed and coordinated activities of purchasing officers and related workers involved in purchasing materials, products and services

As a **Product Consultant** @FLYTXT (*a software product company, specialized in Big Data Analytics, enabled mobile marketing and advertising for the Telecom industry*)

* In-charge of end-to-end campaign management and ensured campaign is run as per the requirement
* Performed testing for new project requirements and implemented post validations
* Coordinated with Engineering/operation team on feasibility of new project requirements and launching program
* Took best advantage of the available platform (NEON : GUI) in order to maximize revenue through effective customer segmentation and targeting

**KEY ACCOMPLISHMENTS**

* Won “Excellence Award” 4 time @ Idea Cellular for:
* Reducing MNP Port out to a greater extend which had an impact on increasing Circle Net Adds – Jun 2014
* Launching department magazine and distributor Score card which helped sales and Service delivery team to a greater extend - Jul 2015
* Increasing online revenue via IVR which directly had a positive impact on overall circle revenue - Oct 2015
* Implementing innovative techniques in OBD thereby increasing utilization and online revenue - Jun 2016
* Recognized for achieving TN Circle’s Highest Ever online Revenue from IVR at Idea Cellular
* Successfully implemented 59059 Tele-verification IVR for Idea Cellular TN Circle
* Bagged first place for new business Idea at “Be an Entrepreneur” program conducted at IIT Madras

**References are available upon request**