

Contact HR Consultant for CV No: 342376

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Website: <http://www.gulfjobseeker.com/employer/cvdatabasepaid.php>

**Brand catalyst:** Dynamic marketing professional with expertise in brand awareness & acquiring new business territory.

Works passionately & thrives in fast paced environment. And I have almost five years of experience in FMCG sector as marketing executive at multinational cosmetic company.

**Experience:**

**1: Swiss Arabian Perfume group UAE Nov-2016 – Present Designation: Brand catalyst**

**Products Handled: Fragrances**

**Role:** Responsible for producing revenue by building customer plans developing marketing strategies and penetratingvarious levels of customer management**.**

**Responsibilities:**

*  PLC management for the existing product profile. 
  + Build strong relationship with suppliers, vendors, sponsors & internal client with maximize cost savings projects & timely procurement 
*  Tracking product sales verses forecast for new and existing range of products 
*  Work closely on trade marketing promotion 
  + Close coordination with sales division for progression of the brand 

**Experience:**

**2: Avon Cosmetic Inc Gurgaon India Ltd.(MNC) Jan-2012 – Oct 2016**

**Designation: Sr Marketing Executive**

**Products Handled: Cosmetic Products**

**Responsibilities:**

* + Partner with managers in finalizing & implementing i.e new product launch, promotional campaigns, product
* planning & etc. 
  + Build strong relationship with suppliers, vendors, sponsors & internal client with maximize cost savings projects & timely procurement 
*  Coordinating with managers for brand merchandising strategy & monthly calendar for products 
*  Identify sales opportunities and create a top line growth & franchise profitability. 
  + Development of digital activities including display, search and social media in order to reach our target
* while still preserving our brand image 
  + Worked on successful launch for Imari franchise perfumes & won recognition & award. 

**Working in E commerce Industry. Sep-2011-Dec-2011 3:Worked with O2O Technology Private Limited Gurgaon India.**

**Designation: Sales Executive**

**Responsibilities:**

*  Preparing weekly reports indicating progress/status of the clients. 
*  Comparison of flows of sales every month. 
*  Assist the manager in generating reports such as MIS. 
*  Ensuring fulfilment of targets as per service level agreements with clients & updating 
*  Giving reviews to the management as per the target. 
*  Taking meetings with clients 

 Weekly Team discussion compare to last month and the best month ever closed.. 

**Academics**

**Completed MBA (Marketing & IB)** From Amity University Noida India **(2009-2011)**

Completed Graduation (Bsc) from Sharda University Noida.India (2006-2009)

**Computer Skills**

Windows (XP, Windows 7,8 & Etc)

Microsoft word

Microsoft Excel

PowerPoint

Outlook express or another email programme

Windows share folder or other sharing programmes

**Language Proficiency**

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|  |  | | **English** | |  |  |  |
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|  | |  | **Hindi** |  |  |  |  |
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|  |  |  |  |  |  |  |
|  | | **French (Elementary)** | | |  |
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* **Urdu** 

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