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| **Sreekanth**  | E: sreekanth.347974@2freemail.com  |

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|     PERSONAL SUMMARY     |
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| An articulate, confident and **professional Marketing Manager** who is able to put together comprehensive marketing strategies that will drive a company’s profits, build its image and strengthen its position within the marketplace. An expert in usage **of MS office** in **business analysis and projections**. I have a track record of developing marketing plans which have led to real growth in profit and sales. As someone who naturally strives to find resolutions to problems, I am a structured thinker who can analyze complex issues and present effective solutions. Possessing a real appetite for taking on an exciting and new challenges means I work hard to understand a target audience and find new ways of engaging with them. Right now I am looking for a suitable position with a company that wants to attract and retain top quality personnel. |
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|     AREAS OF EXPERTISE     |
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| •  B2B marketing | •  Brand management | •  Budget management |
| •  Customer satisfaction | •  Data management | •  Demand generation |
| •  Direct marketing | •  Email communications | •  Making presentations |
| •  Managing issues | •  Market development |  |

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|     WORK EXPERIENCE     |
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| **Emirates Snack Foods** |
| **SALES & MARKETING EXECUTIVE  From February 2015** |
| Responsible for leading and managing the company’s nutritional and functional foods divisions [Superfoods Trading LLC] marketing and communication activities.Duties;• Support the team by developing marketing materials and communication strategies for the products.• Select events for marketing.• Identifying marketing opportunities.• Providing general administrative support across the marketing team.• **Develop medical detailing** content for functional foods. |

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| **Orient Insurance PJSC** |
| **INSURANCE DEVELOPMENT MANAGER February 2014 - August 2014** |
| Responsible for supporting the renewal of existing underwriting business and developing new insurance business of team.• Gathering sufficient information to enable concerned parties to assess risks accurately.• Verifying supporting documentation submitted by customers.• Liaising with the claims departments to resolve queries.• Analyzing documents and applications for completeness and accuracy.• **Train the team at skill level and knowledge level.** |

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| **Tawasul Transport Company LLC** |
| **OPERATIONS COORDINATOR October 2012 - December 2013** |
| • Ensure smooth running of business by coordinating with all departments.• Increase profitability by monitoring and managing drivers and fleet deployment.• Ensure expenses are within the set company limits.• Investigate legal violations if any and take remedial actions. |

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| **Abbott Healthcare [India] Pvt Ltd** |
| **KEY ACCOUNTS MANAGER June 2011 - September 2012** |
| Responsible for promoting multiple prescription pharmaceutical nutritional products to healthcare practitioners.Duties;• Targeting key hospital accounts with the aim of gaining acceptance for the company's Pharmaceutical nutritional products.• Making regular and effective sales visits to all assigned clients in a targeted territory.• Selling Pharmaceutical nutritional products and services to a wide range of customers.• Ensuring consistent supply of product to existing customers such as local pharmacies.• Managing company stands at exhibitions and fairs. |

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| **AstraZeneca Pharma India Ltd** |
| **TERRITORY BUSINESS MANAGER June 2010 - May 2011** |
| Responsible for building strong working relationships with customers, delivering a great quality service to them and hitting all set sales targets.Duties;• Selling a company's products, medicines, prescription drugs to a variety of customers.• Contacting medical bodies such as hospitals, healthcare trusts, medical schools, clinics and care facilities in an effort to supply them with drugs, or medical facilities.• Achieving quarterly and annual sales goals.• Establishing effective relationships with a broad range of contacts.• Excellent business acumen and commercial judgment. |

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| **HDFC Standard Life Insurance Company India Ltd** |
| **BRANCH MANAGER/ BUSINESS PLANNING MANAGER September 2006 - February 2010** |
| Responsible for performing business research that's designed to improve business processes and contribute to cost savings and more efficiency.Duties;• Identifying areas for business improvement.• Developing maps and flowcharts of current and future business processes.• Developing plans to ensure product mix sales achievement.• Flagging up potential problems at an early stage.• Developing a clear understanding of existing business functions and processes.• Preparing PowerPoint presentations and Excel spreadsheets for business meetings.• Using any information gathered to write up detailed reports and draw conclusions. |

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| **Eli Lilly & Company India Pvt Ltd** |
| **AREA MANAGER/ TERRITORY MANAGER June 1995 - May 2006** |
| •   Was among the Top 10 Value generator in Eli Lilly & Company India Ltd in 2003.•   Efficiently achieved highest % to target-among top 5 in Eli Lilly & Company India in 2002.•   Ranked among the 10 toppers in Eli Lilly & Company India Ltd in 1997. |

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|     PROFESSIONAL SKILLS     |
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| • Able to drive results in a complex, cross-functional organization.• Acting as a mentor to junior marketing staff.• Creating brand business plans.• Detail-oriented with a strong focus on accuracy.• Having leadership and vision in determining and driving strategy decisions.• Influencing at a senior level. • Making the right decisions based on a mixture of analysis, wisdom, experience and judgment.• Spotting trends and opportunities to develop targeted marketing campaigns.• Strong skills in Microsoft Word, Excel and PowerPoint.• Turning data into meaningful and actionable insights. |
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|     PERSONAL SKILLS     |
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| • Adaptable to change and never getting too attached to things.• Can quickly familiarize myself with new ways or working.• Committed to continuous personal development.• Ability to build a compelling argument.• Articulate, polite and well mannered.• A quick thinker who is able to make fast decisions.• Delegating work according to an employee’s abilities and skills.• Achieving results through others.• A hands on leader who is able to lead by example. |
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|     EDUCATION     |
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| Loyola College, Madras University, Chennai-Botany Bachelor of Sciences-Jun 1992 - April 1995 |
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| Amirtha Institute of Computer Technology, Chennai-MS DOS, FoxPro, Windows, MS Office Advanced Diploma in Computer Programming-January 1998 - April 1999 |
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|     HOBBIES     |
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| * Photography
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| Available on request. |