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| |  |  | | --- | --- | | **Sreekanth** | E: [sreekanth.347974@2freemail.com](mailto: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. |  |  | | --- | | **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.** |  |  | | --- | | **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. |  |  | | --- | | **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. |  |  | | --- | | **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. |  |  | | --- | | **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. |  |  | | --- | | **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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| HOBBIES |
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| * Photography * Travelling |
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| REFERENCES |
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| Available on request. |