# Clifford

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**Objective:** To secure a management position which will utilize my experience in fields as mentioned below, & would give me an opportunity in sharing knowledge with team members and customers, by generating innovative solutions which will be effective & economical, while maintaining high quality standards.

**EXECUTIVE SYNOPSIS**

* Resourceful print production manager with 27 years of rich experience in production, event-management material sourcing, customer service and operations, with leading companies in Dubai & India.
* Expertise in supply chain, print production & operations delivering high standards of customer support in difficult environments.
* Well versed in developing and implementing financial strategies in production activities to achieve revenue, growth and profitability metrics in intensely competitive markets.
* Adept in negotiating and finalizing competitive business proposals and terms with diverse service providers meeting corporate objectives.
* Excellent public relations skills with capabilities for building and sustaining robust professional relations with all stakeholders.
* Proven capabilities of leading, mentoring and motivating teams eliciting superior performances.
* Proactive achievement driven corporate leader, delivering excellence through effective communication, coordination, strategizing, planning and execution.

**PROFESSIONAL PROFILE**

Having completed a 3 year diploma (degree) in printing technology (1986 – 1989), I started my work career as hands on production in both the prepress and press, which continued for 10 years. My growth during those 10 years was from an assistant Drum Scanner operator to Manager Production. Thereafter decided to gain experience in marketing, hence started a marketing career in fields of printing, and Educational Institutions, which was fruitful and helped me build a good PR with many good Colleges, Companies/high officials in the private sector and government departments of India, which went on for the next 9 years.

Finally came to UAE in 2008, and secured my job in DTCM (Dubai Tourism).

While in DTCM, I concentrated on my production responsibilities, at the same time focused on the marketing division activities since I have a passion on marketing, and my passed experience in fields of marketing. Today I can proudly say I have the capability to handle in bound tourism & MICE marketing, Branding, event management and venue branding. (Sincere thanks to DTCM team).

**PROFESSIONAL PROFILE**

**DTCM**

Jul 2008 till Dec 2016: Asst. Manager

**Essential Duties & Responsibilities:**

* To reconcile all DTCM’s English publications and production (Publicity material).
* Proof editing of new English publications to ensure accuracy before publishing.
* Approve advertisements for publication and production.
* Evaluate and handle proposals related to selection and bidding of new agencies in cooperation with Purchase department.
* Verify quotations and invoices related to production of print materials.
* Co-ordinate with suppliers for all print and production related jobs, ensure quality, timely deliveries, cost content estimates etc.
* Liaison with agencies and the printers for update/ reprint of brochures.
* Check Printers technical specifications, color separation, proof editing and copywriting.
* Develop and manage the procurement department including setting cost targets and monitoring Suppliers performance.
* Ensure all goods and services purchased comply with the organizations sustainability policies.
* Define and manage key supplier relationships to deliver breakthrough performance in cost, service and quality, including technical input to negotiations on significant contracts.
* Manage the preparation of tenders by providing the required specification.
* Analyze, evaluate and scrutinize tenders/proposals in terms of meeting all commercial requirements and risks.
* Negotiate with those shortlisted vendors to insure and secure the best market price.
* Uploading of approved estimates onto the internal I-procurement system.
* Ensure the delivery of good/services to be executed on given time.
* Planning and executing Venue Branding for Road shows and Mega Fam Trips are

done on the agreed delivery period.

* Booking of tickets and hotel rooms for guests from overseas.
* Arranging / handling all requirements needed for the event.

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**Manipal Universal Learning P Ltd**

August 2007 to June 2008 : Asst. Territory Manager

Nature of Business : Student Acquisition.

**Responsibilities:**

* Manage business development to achieve the target
* Planning required Sales promotions strategies to promote business.
* Travel to south Indian States to create awareness of our college by organizing road shows and participating in career fairs.
* Organize seminars in Schools and Colleges to arouse interest in students on RTB (Retail, Telecom and Banking).
* Submission daily progress and feedback / enquires report to HO.
* To promote business by using various parameters like scholarship, new offers and more intensively on Telemarketing / Counseling after sourcing the required Data Base.
* Travel to Urban and semi urban towns to achieve the assigned target during month end.
* Finding business channels for placements of successful students besides referrals.

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**Air Hostess Academy:**

March 2004 to July 2007: Business Development Manager.

Nature of Business : Student Acquisition.

**Responsibilities:**

* Manage business development to achieve the target
* Planning required Sales promotions strategies to promote business.
* Organize seminars in Schools and Colleges to arouse interest in students on RTB (Retail, Telecom and Banking).
* Submission daily progress and feedback / enquires report to HO.
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* Travel to Urban and semi urban towns to achieve the assigned target during month end.
* Finding business channels for placements of successful students besides referrals.

**ACHIEVEMENTS**

* **Work**: Best Supporting Employee. – DTCM.
* **Work**: Best Employee of the Year– (Hind Process- Chennai)
* **College**: Best in Studies (during 2nd year college)

**PERSONAL PROFILE**

* Date of Birth: 28/04/1968
* Languages: English
* Nationality: Indian
* Preferred Job Location: