**BAIJU**

[**BAIJU.363913@2freemail.com**](mailto:BAIJU.363913@2freemail.com)

**Nearly 9 years** of experience in**:**

**MARCOM & OPERATIONS / CUSTOMER SERVICE & PROPRIETOR PROFESSIONAL**

|  |  |
| --- | --- |
| **SKILLS SET**  **Marcom Operations**  **Customer Communication**  **Events & Promotional Activities**  **Marketing Budgets**  **Internal Communication**  **Market Research**  **Brand Management**  **Client Servicing**  **Team Management** | **AN OVERVIEW**   * **9 years** of experience in **Marketing Communications, Branding & Promotions, Client Servicing, Sole Proprietor.** * Expertise in providing effective training in areas of sales, product knowledge and inventory. * Skilled at **corporate communications, planning & implementation etc.** * Skilled at **liaising with local civic bodies** and others as to **statutory approvals and ensuring 100% compliance** * **Fair exposure in B2B Industry Campaigns, B2C Industry Campaigns, Hospitality, Tourism & Travel, Education & Home Appliances, Real Estate & E-Commerce sectors, etc.** * Demonstrated abilities in **coordination and implementation of marketing plans** and **special promotions.** * Solid management skills, **capable of leading & motivating individuals to maximise levels of productivity**; * Possess good leadership, **problem solving and decision making skills**. |

**CORE COMPETENCIES**

* Managing advertising & promotion budget and deriving savings and synergies.
* Responsible for ATL, BTL, Brand Management, Promotions, events, strategic tie-ups, sponsorships, gift vouchers, loyalty programs.
* Formulating strategies for reaching out to unexplored markets/ groups for business expansion.
* Managing sales and marketing operations; ensuring accomplishment of set business targets.
* Providing direction to execute promotions / launches; coordinating & participating in trade shows, exhibitions, seminars and various high impact events for business promotions & marketing of company’s products/ services
* Resourceful in streamlining operations of the product teams and various service groups for ensuring effective delivery of solutions keeping in consideration the pre-discussed parameters for different segments as well as ensuring consistent achievement of the marketing targets.

**EMPLOYMENT DETAILS**

**ENTREPRENEURIAL EXPERIENCE**

**MM’08- Till Date: Sole Proprietor, Printek industries - Bangalore (Aug 2008 – Present)**

**Printek Industries, Established in 2008 is committed to highest standards**of service, successfully integrating leading technology with traditional values. We initially started, dealing for “Pad Printing” and service providers for OFFSET PRINTING. As per growing industrial requirement & customer needs, we provide wide range of [**Print**](http://printekindustries.in/print.html)and [**Multimedia solutions**](http://printekindustries.in/design.html).

**Key Result Areas:**

* Responsible for maintaining relationships with current suppliers, as well as interviewing and qualifying new vendors.
* Work with the graphic design department in order to ensure the integrity of the client's design and manage project quality.
* Reviewing design specifications and troubleshooting any issues, such as font size and image alignment.
* Supervising production artists during work, or minimizing repetitive or excessive imaging.
* Approach a new project by meeting with sales executives, account managers and clients in order to understand the client's vision, needs and requirements.
* Present the finalized proposal to superiors or the client in order to gain project approval.

**ORGANISATIONAL EXPERIENCE**

**MM’03- MM’08: Area Sales Manager –South India, Kinnari Printing Technology Pvt. Ltd., Mumbai & Bangalore**

**Key Result Areas:**

* Lead and directed existing sales team to drive revenue growth and monitored sales team performance
* Designed and handled sales distribution and ensured customer retention
* Gained comprehensive knowledge of products and services.
* Maintaining and increasing sales of your company's products.
* Reaching the targets and goals set for your area.
* Establishing, maintaining and expanding your customer base.
* Servicing the needs of your existing customers.
* Increasing business opportunities through various routes to market.
* Collecting customer feedback and market research.
* Reporting to [senior managers](https://www.totaljobs.com/careers-advice/job-profile/sales-jobs/sales-director-job-description).
* Keeping up to date with products and competitors.

**COMMENCED CAREER**

**MM’99- MM’03: Sr. Executive – Marketing, Nectar Prints Pvt. Ltd., Mumbai**

**Key Result Areas:**

* Develops a business plan and sales strategy for the market that ensures attainment of company sales goals and profitability.
* Responsible for the performance and development and assists in preparation of proposals and presentations.

of the account executives.

* Initiates and coordinates development of action plans to penetrate new markets.
* Provides timely feedback to senior management regarding performance.
* Maintains records of all pricings, sales, and activity reports.
* Insures that all accounts meet or exceed all activity standards for prospecting calls, appointments, presentations, proposals and closes.
* Maintains contact with all clients in the market area to ensure high levels of client satisfaction.

**ACADEMIC DETAILS**

**1998** Intermediate from St. Cyril’s College, Adoor, Kerala University

**1996** SSC from S.V.M Model High School, Kottarakara

# **IT Skills**

Well versed with MS Office & CorelDraw, Adobe Illustrator & Internet Applications

**PERSONAL DETAILS**

Date of Birth: 28thAugust, 1979

Languages Known: English, Hindi, Malayalam, Tamil & Kannada.