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| **GOPINATH.371600@2freemail.com** | E:\Gopi Photo\Photo.jpg**GOPINATH**  |

#  Sales and Marketing professional with over 11 years of experience across varied industries like Telecom, Consumer technology, FMCG and Educational Training, worked with brands like Vodafone and Nokia for over 5 years. Successfully handled Sales, Channel Management , Trade marketing and Large scale consumer promos ensuring volume market share growth.Established an organized educational training brand in India . Spearheaded Sales and Business Development in the Retail distribution, Channel sales, B2B /OEM Businesses in the UAE.

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| * Channel Sales and Business Development.
* Retail & Sales Distribution.
* Trade Marketing/Institutional/B2B Business.
* Market and Competitor Analysis.
* Product development and Pricing.
* Sales Process/Compliance/Reporting and Collections.
 | * Marketing & Brand Building.
* Sales and Marketing Budgeting.
* Marketing Promotions.
* MS office.
* Sales Team Management & Empowerment.
* Product and Sales Skills training.
* Interpersonal & Presentation Skills.
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Key Skills

Work Experience

12/2013 -11/2016 M/s Green Quest General Trading LLC, Dubai, UAE

**Sales & Marketing Manager**

* Sales and Distribution Channel Management.
* In charge for the Sales and Distribution operations for the UAE/Oman.
* Trade Scheme and Marketing planning, Budgeting and execution.
* Market/Competition Research and New Product development.
* Managing and monitoring S&D and A&P Budget.
* Handling product communications across various media, ATL and BTL.
* Executed Digital campaign to develop various targeted promos.
* Developed a standard operating procedure for the Sales and Distribution department to ensure smooth product availability, Beat plan for executives, Billing and Collections.
* Team and Department management, guidance, training and empowerment for the subordinates.
* **Retail MBO volume sales in UAE increased by 200% over the tenure.**
* **Taken the Business turnover to AED 11 million per annum**
* **GP improvement by introducing high end value products.**
* **Retail and outlet trade scheme and Quantity scheme and promotions to build volumes during season sales.**
* **Introduced Sales distribution and service repair setup process to improve retail relationship.**
* **The Sales team expanded to a 10 member team covering the entire UAE MBO markets.**
* **Signed OEM business tie-up to increase volume sales**.

05/2010 – 11/2013 M/s **Nokia India Pvt. Ltd**

**Area Marketing Manger**

* In charge of sales and Marketing
* Responsible for Volume and Business turnover
* Distributors and Branded retail chain management.
* Marketing Planning, budgeting and execution for product launches for the south region.
* Managing Sales , Trade Marketing and Promoter/Merchandiser team.
* **Increased volume business to over 400% for the assigned region.**
* **Successfully planned and executed big budget Consumer promo plans for Festivals (Onam, Diwali etc) , Football World Cup, T20 IPL Cricket promo with 360 degree marketing support, with highest marketing efficiency in the country**
* **Activations for newly launched Dual SIM models. Created huge sales impact in rural markets...**
* **The team was able to maintain the highest volume market share in the country for Nokia during the tenure.**
* **Executed various Telecom operators tie ups for hand set specific promos.**

02/2008 – 05/2010, M/s **Vodafone Essar Cellular Ltd., India**

**Asst. Manager- Marketing**

* Reporting to Head – Marketing.
* Handling Outdoor media/ events across the state
* Outdoor/Retail planning and budgeting.
* Handling Events & Road shows, Alliances and Customer engagement activities.
* In charge of Retail Merchandising across the state, handling merchandising agencies.
* Vendor management.
* Implemented POP ordering and utilization plan, which resulted in high retail visibility scores, and brand visibility dominance in retail outlets.
* Developed a standard event package for rural markets and for new town launches, this ensured high intensity awareness coupled with people engagement with the brand. Executed this package in all the new towns launched.
* Successfully executed various additional assignments like relaunches, Customer touch point installations.
* Awarded “Megastar" from the marketing department.

09/2006 – 01/2008 M/s **Amoha Education Pvt. Ltd., India**

This company holds the famous brand “VETA” in the Indian spoken English training market. It is the largest of its kind in India, an only organized player in this field with a nationwide presence of 200 centres.

**Asst. Brand Manager**

* Reporting to National Brand Manager.
* Marketing planning and budgeting.
* Media planning (Outdoor, Print, TV, RADIO, Events etc) & Execution.
* Developing Central collaterals, POPs, Giveaways and Newsletter in association with creative agency & vendors.
* PR agency interactions for Press releases, Press conferences, Interviews and CSR activities.
* Budgeted, planned and executed an outdoor & Radio activity for a new city launch (key market) which created a high brand visibility in the market and new customer registration across all new centres.
* Introduced a monthly newsletter among the Employees and students fraternity.
* Developed & Implemented the new brand signage design in all the centres across India.
* Successfully conducted and coordinated company’s participation in various B2B & B2C events and expos across India.
* Communication activities to digital medium with community sites & also re-launched company website
* Re-launched the home study pack in a new avatar, supported by brand communication activities.

05/2005 –09/2006 M/s.**Empee Distilleries, India**

**Executive - Marketing**

Education

2003-2005 ICFAI University **,** Bangalore.

**MBA (Marketing)**

1999-2003 Guru Nanak Dev Engineering College**,** Bidar, Karnataka.

**B.E. (Electrical & Electronics)**