**Faresh**

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**Professional Summary**



A dedicated and energetic professional with 3 years experience in Marketing & Sales, Business Development and Administration where my role involves planning marketing activities across the region, increase the brand awareness, meet the desired objectives and generates sales. Other key competencies are as follows

Digtial Marketing



Operations



Sales Coordination and Communication



Customer Service



Documentation and Data Analysis



**Work experience**



Administrative Assistant Apr-2016 - Jan-2017 Emirates Neon Group

Sharjah, United Arab Emirates

Handling the processing of work order of clients from booking order on outdoor media division. Coordinate with the design, printing, production and installation team and monitor each task completion and updating it in the system.



Updating the client and concerned sales people on the progress of the work or unforeseen delays.



Preparing invoice on UNIX for client campaign and dispatching it to clients and sales persons.



Documentation, handling data and report making for the management and updating the same in Outdoor Media Management Software ERP & CRM.



Marketing Executive Jul-2014 - Nov-2015 The Chopras

Kerala, India

Visit educational institutions across the assigned regions and meet heads of these institutions for a session to interact with students and teachers. Conduct presentation about the company and its services.



Generate student database collected through feedback forms and convert interested students into walk-ins for our branch through proper follow up Enrol students for Test Preparation courses with the help of Education Counselors.



Work Collaboratively with the branch head and other department in head office to properly execute marketing plans, increase the brand awareness and boost sales through education fair, expos and seminars.



Marketing Assistant Jul-2013 - Apr-2014c

Kerala, India

To focus on account farming and hunting i.e. new account acquisition.



Cold calling prospects in the assigned territory and focus area.



Meet existing customers & increase the business for software & web development.



Achieve sales target and build customer base.



**Skills**



Digital Marketing

Google Adwords, Mailchimp, Google Analytics, Advertising on Facebook, Followerwonk, SproutSocial, Trello, Brandwatch, Litmus, Hootsuite, Hubspot, Woorank, Wordpress

Organizational

Attention to detail, Coordination, Research, Meeting deadlines, Multi-tasking

Interpersonal

Accepts Responsibility, Supportive, Team Player, Problem Solving, Social

Softwares & Web Applications

Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Outlook, SPSS Statistics, Edge1 OOH ERP & CRM, Image & Video Editing Tools, File Converters, Wordpress



**Languages**



English - Fluent



Hindi - Intermediate



Malayalam - Native



Tamil - Beginner



**Areas of Interest**



Advertising



Branding



Digital Media



Public Relation



Social Networking



To internally interface with pre-sales technical team to ensure customer satisfaction.



Prepare and submit daily/weekly/monthly reports for the management.



**Education**



|  |  |
| --- | --- |
| M.B.A | 2011 - 2013 |
| Mahatma Gandhi University |  |
| Specialisation in Marketing |  |
| B.Com | 2008 - 2011 |



University of Kerala

Specialisation in Accounting & Cooperation



**Certificates**



Certified Digital Marketing Associate

SMstudy

Key Digital Marketing Specialisms and framework that helps the most effective marketing channels



Certified Internet Marketing Practititoner

EC-Council

Search Engine Advertising, Social Media Marketing, SEO, PPC, Mobile Marketing, Email Marketing, Affiliate Marketing, Podcast Advertising, Video Advertising



ESOL International Business English

University of Cambridge

Achieved Council of Europe Level B1 in Cambridge ESOL Level Certificate



Effective Communication and Public Speaking

REPSI

Public Speaking Training Course



**Projects**



E-Waste Management

Wayzone IT Solutions, Trivandrum - India

Collection of corporate e-waste from companies located in Trivandrum, Kerala& then sending it to waste management services dealers in 2014



Brand Awareness and Brand Perception

Jaihind TV , Trivandrum - India

Brand Awareness & Brand Perception of Jaihind TV malayalam channel among south Kerala viewers in 2013



Organization Study

Syntax Soft India , Bangalore - India

A study on all the departments of the organization



**Activities & Events**



Crew Member for the event Football Fanfest conducted by Emirates Neon Group, Dubai Sports City 2016



Coordinator for the event Arabian Bubble Show conducted by ENG, World Trade Centre Dubai 2016



Marketing Team Member for the event Global Education Interact - Shaping lives and Careers, Cochin, India 2015



Student Member of TRAMA for the year 2011



**Personal Profile**



Date of birth - 11.10.1989



Gender - Male



Nationality - Indian



Marital Status - Single



Home Address - Kerala, India





Visa Status - Visit Visa

