**RESUME**

**Rajmohan E-mail:** **rajmohan.381329@2freemail.com**



**OBJECTIVE:**

To be a committed member of an organization and to play a vital role in the development of the organization by adding value in the work place, through my knowledge skills and attitude .

**PROFESSIONAL EXPERIENCE:**

* Worked as a Web Developer in Safe software solutions India for a period of one Year(May2013- May 2014).
* **Trade Marketing Executive- New Medical Center (Jun 2014- Jun 2016)**
* **Assistant Trade marketing manager – Convergence Management Consultants (Aug 2016- Present)**

**Job Responsibilities –**

* Monitor Brand Registrations and pricing strategy (Brand wise/SKUwise).
* Communicate and facilitate achievement of volume target on month wise/brand wise/SKUwise basis.
* Market Mapping/Segmentation of Market and defining Distribution objectives.
* Measure market potential channel wise and identifying target segment.
* Track competition volumes and monitor competitor activities to evaluate our brand performance.
* Tracking distribution and sales performance on monthly basis.
* POSM Allocation / Visibility standardization at all channels.
* Monthly Budget Preparation and evaluation on ROI
* Developing a marketing strategy aligned with the brand strategy while focussing on Distribution, Display, Promotion and Price.
* Ensure right Planograms
* Increase success rate of promotions and brand perception (footfall, conversion rates, loyalty programs)
* Recommend and develop local market promotions to promote sales

* Work closely with sales team to ensure trade marketing strategies are aligned with sales objectives and revenue targets.

 **Brands Handled**

* Emami
* 3M
* Organic Harvest
* Dr Neem

**PROFESSIONAL CERTIFICATION:**

* **BE Computer Science**, Dhanalakshmi Srinivasan College of Engineering and Technology, Coimbatore Anna University, Tamil Nadu(2008 – 2012) .

**TECHNICAL SKILL:**

* Operating System : All windows platforms
* Packages : MS-OFFICE ,HTML

**AREA OF INTERESTS:**

* Trade Marketing
* Computer Networks.

**STRENGTH:**

* Quick learner.
* Smart worker.
* Always ready to take up new challenges.