

**JAYESH**

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Trade Marketing | Key Accounts Management | International Marketing |Export Marketing

High-energy professional, offeringnearly 11 years of **national and international** (Middle East-Oman& UAE) experience in **verticals like FMCG, Healthcare and Retail Industries**

**ǁ Core Competencies**

***Sales Management Retail Sales & Promotion Team Management***

***New Business Development Franchisee Management Vendor Management***

***Analysis & Insights Distributor Management BTL Execution***

**ǁ Career Summary**

* Eleven years of experience in sales and marketing with Marketing Management from Chetanas Institute of Management Mumbai
* Organizing, interpreting and communicating market sales data for the top management
* Coordination with logistics (inbound) to ensure stock optimization delivery as per schedule
* Ensuring stock availability in time
* Coordinationwith field sales managers to develop customer specific plans
* Developing FABs for Sales Executive as the sales tool
* Leading & executing the in-store promotional activities
* Gained working knowledge on SAP, ERP and MS Office
* Managednew store listing in both organized and standalone stores
* Contributed towards accomplishing the primary and secondary sales targets
* Managing franchise operations; opened new stores and cross promotions
* Initiating and developing relationships with key decision makers in target organizations for business development.

**ǁ Work Experience**

***Feb’17-Sep’18 with Fair Trade Agencies, Sultanate of Oman, Muscat as Trade Marketing Executive Mondelez Foods***

***Key Working Areas:***

* Preparing business reports by brand, category, SKU, stock type
* Represent for customer business review and principal business review
* Working with Category Heads to track achievement & objectives
* EPOSS data analysis from Carrefour and Lulu
* Develop excel tracking reports to maintain a discipline in working and ensuring timelines for sales and SOP
* Managing promo planning and stock allocation to different locations for timely delivery to customer
* Coordinating with Finance, Supply Chain, BD and Packaging Departments to facilitate smooth sales operations
* Conducting regular market visits, POP implementation and retail audit
* Tracking monthly spends by region by category
* Budgeting & executing various brand activations
* Follow-up on collections and customers outstanding payments with required tracking systems
* Collating and re working on salesman journey plan
* Arranging training of sales staff internal **for project WISE**
* **Certificate of Appreciation for training and implementation of WISE Sales Application in Oman which involves testing, coordination, training and implementation**

**ǁ Previous Experience**

***Oct’15 – Jan’17 with AL Seer Trading Agencies, Dubai, UAE as Trade Marketing Executive***

* Contributed in providing trade marketing support for to one of the largest FMCG distributors for a broad range of product categories and sales channels
* Prepared business reports for the Northern Emirates with the focus on driving in-marketing activity to improve sales
* Executed competitor data tracking &sales team performance trackers
* Represented for customer business review and principal business review
* Conducted regular market visits, POP implementation and retail audit
* Led the in-store promotional activities, enabled execution of the promotional campaigns
* Coordinated with Finance, Supply Chain, BD and Packaging Departments to facilitate smooth sales operations

***Jul’11 – Apr’15 with Ranbaxy Global Consumer Healthcare, Mumbai as Trade Marketing Executive***

* Managed Key accounts like health and glow, Reliance,Spencer;ensured product listing and sales generation
* New account opening both organized and standalone stores
* POS activities and BTL promotions to increase retail sales through contest and incentives
* Led the execution of the promotional activities around special occasions
* **Recognized for managing activity as an Associated Partner for Standard Chartered Marathon**

***Jun’10 – Jun’11 with Titan Industries, Mumbai as Retail Senior Sales Officer***

* Collection of primary orders from WOT and multi brand outlets
* Coordination with VM team for in store displays
* Executed customer retention initiatives and sales activation programs
* Generated maximum number of walk-in customers for “World of Titan” at “R-City Mall” during Dussehra Customer Retention Program
* Arranging training of sales staff internal and external
* **Rewarded with a fully sponsored training program on “Account Management**

***Jun’07 –May’10 with Monginis Foods Private Limited, Mumbai as Area Sales Executive***

* Mapped business prospects in **Central Mumbai and Navi Mumbai** for one of the largest manufacturers of Cakes, Pastries with retail sales outlets in different cities in India and Egypt
* Performed dailymarketvisitsasperjourneyplan
* Ensured SOP of accounts are maintained and followed
* Followed up and tracked on daily sales collections and delivery of fresh products
* Arranging training of sales staff
* Opened 5 new stores in Mumbai, made it operational and managed 15 outlets
* Engaged in new store opening and cross promotions
* **VolunteeredannualCustomer-employeerelationshipbuilding program**
* **Acknowledged with Certificate of Excellence and Team Participation**

**ǁ Education**

* Master of Marketing Management from Chetana College of Management & Research, Mumbai University in 2013
* Post Graduate Diploma in Marketing from Welingkar School of Management & Research in 2008
* B.A - Economics from Ram Naraian Ruia College, Mumbai University, Mumbai in 2007

**ǁ Personal Details**

Date of Birth: 24th August 1984

Languages Known: English, Hindi**,** Malayalam & Marathi,

Marital Status: Married