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**Mobile +**971505905010 / +971504753686

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**Professional summary and objective**

Goal-directed, results-oriented professional with a strong management background and education. Skilled communicator, persuasive and adaptable. Self-motivated with high energy, initiative and focus. Keen insight into the views and needs of others- able to listen and identify issues or problem areas and form innovative solutions. Areas of strength include:

|  |  |
| --- | --- |
| * Comprehensive industrial knowledge | * Client/Community relations |
| * Communication/Negotiation | * Sourcing and Inspection |
| * Problem solving/Decision making | * Quality control and checking |
| * Program management/Assessment | * Documentation/writing |

**Professional Experience**

* **Operations Manager (May 13 – March 14)**

DC Mills Pvt Ltd, Alappuzha, Kerala, India- A private sector manufacturing company producing carpets and mats from coir, polypropelene, wool, etc. This company have been winning national awards from President of India for the biggest exporter of coir mats.

**Roles and Responsiblities**

* Attracting new clients and new suppliers through various methods and research.
* Coordinating with all the departments for the easy flow of work load.
* Conducting proper educational classes to the entire department as required.
* Manage methods to make sure the money flow is on time and so does the production.
* **Marketing Manager (Jan 13 – April 13)**

HolidayInn, Coventry Road, Birmingham,UK

* Attracting new clients through various promotional methods and research.
* Establish staff schedule, task assignments, equipment allocation.
* Work closely with internal and external event planning committees to define goals, objectives and specific implementation plans that promote organizations brand.
* Provide post-event analysis, budget recaps and participate feedback and incorporate learning into future plans.

**Key achievements**

* Successfully coordinated international conferences for MNCs like Samsung, ThomasCook, Nokia, Llyods, Halifax, HSBC etc.
* Gained special talent for marketing through internet, electronic and printing tools
* Extensive experience in communicating with clients and event support personnel
* Earned solid reputation for being enthusiastic, efficient and hands on.
* **Event Coordinator (Sep 11 – Dec 12)**

HolidayInn, Coventry Road, Birmingham,UK

* Contacting clients directly to get orders and maintain business relationship with each potential client.
* Coordinate directly with sponsors of the event to get information about the event; offer assistance to sponsors and making sure that everything is done as per requirement.
* Monitor customer satisfaction and respond to customer feedback and complaints ensuring standards are followed.
* **Assistant Marketing Manager (May08-Sep10)**

DC Mills Pvt. Ltd., Kerala, India

Successfully sold home furnishing products to more than 40 clients including Target, Tesco, Lidl, and many more. This job developed a ‘Can do it’ attitude in me and now I am ready to take any responsibilities and pressure with maximum efficiency.

**Key Achievements**:

* Planed and managed a £ 0.8 million territory to increase the market share of coir products.
* Created layout plans for stores, maintained complete library of appropriate data, forecast sales and profits using computer programs, planned budgets, optimized sales volume and designated product areas profitability, controlled stock levels according to the forecasts for the season.
* Developed effective and accurate methods for doing costing of each product.
* Set frequent inspections to the production area to make sure good quality is maintained.
* Established new effective methods to do quality check and to retain the standards required.
* Managed day to day trading of the department and report to the marketing manager.
* Maintained in-store availability through effective management of the stock follows process.
* Set appointments and deliver key message through sampling and merchandising.
* Developed new and effective marketing strategies, maintaining excellent customer relations.
* **Management Trainee (Jan 08-April 08)**

DC Mills Pvt. Ltd., Kerala, India

* Participated in training experiences, learn new skills, and to demonstrate increasing proficiency and expertise with managerial responsibilities.

**Business Trade Fairs**

Represented the company for number of business fares to get orders from new clients. Main business trade fair includes Domotex-Germany, Heimtextil-Germany, Delhi and Chennai-India.

**Responsibilities:**

* Scrutinized display items and ensured that they are clean, well-positioned and screaming for classy attention.
* Attending all the clients and convincing them with different products to get maximum orders.
* Taking down the orders and passing them to Merchandise manager for planning the production.

Skills and Specification

* Good business sense and an understanding of what customers want.
* Good analytical and mathematical skills.
* Demonstrate ability to analyse and solve problems.
* Works under stress to meet project deadlines.
* The ability to work well in a team
* Good communication and negotiation skills
* Excellent organizational and planning skills
* Good computer skills, especially in using spread sheets
* Very empowered, personable and results-oriented

**Educational Qualification**

* **MSc, Marketing Management (2010-2011)**, Aston University, Birmingham, UK.

Modules included are:

|  |  |
| --- | --- |
| * International Marketing | * Marketing Management |
| * Consumer Behaviour | * Marketing Research |
| * E-Marketing | * Marketing Strategy |

**Skills achieved**:

Problem solving, Group work, Decision making, Time management, Presentation skills, Communication skills.

* **B.Tech, Textile Technology (2004-2008),** Anna University, Chennai with overall 71%

Curriculum projects

* Dissertation on I**nternational Retail Franchising in Emerging Markets**.
* Successfully completed project on knitting spun silk.

Areas of interest

* International retail
* B2B marketing
* Merchandising
* Quality controlling

Computer knowledge

* Microsoft office, AutoCAD
* C, C++, Photoshop, ERP

Additional information

* DOB : 01-Feb-1987
* Nationality : Indian
* Languages known : English, Hindi, Malayalam, Tamil