**Gulfjobseeker.com CV No:** **1294224**

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Marketing executive with more than 2 years of experience in BTL activities, brand management, market research, business development, CRM, campaign coordination, vendor management, leasing, education service selling etc

**PROFESSIONAL EXPERIENCE**

**MARKETING EXECUTIVE- Prateek Apparels, Bangalore (Retail Head office of coupon mall & f square) - 2013 march 1 to 2014 April 10**

**Responsibilities**

* Vendor Management- Ensure timely deployment of store collaterals- Palm lets , leaflets , danglers , arches etc for stores
* BTL activities coordination
* Space selling for kiosks inside the store
* Content writing for various advertisements and store announcements
* Coordination of hoarding campaigns and timely execution
* Track store sales on week to week basis
* Planning of various marketing campaigns
* CRM data mining for various campaigns
* Gift Voucher sales through various sources
* CRM report presentation
* SMS communication coordination
* Tie ups coordination with various marketing and advertisement agencies
* News paper insertion activity coordination

**Achievements**

* Timely deployment of all the store collaterals at the time of various marketing campaigns like, End of season sale, celebration sale, best price challenge etc for coupon mall
* Permanently achieving an average sale of 2400000 through gift voucher sales
* Sold kiosks inside the mall for various companies on weekly or monthly basis
* Made tie ups with various Apartments in the store catchment where it bought great growth in walk-ins
* Initiated all the back end coordination for COUPON KOOL KIDS FASHION ICON – An exclusive event for kids held in Hyderabad Coupon Malls

**Assistant Manager- RR Career - Calicut – 2010 August to 2011 September**

**Responsibilities**

* Fixing seminars in schools and educational institutions
* Communicating with parents students and schools
* Sold educational services to students

**Achievements**

* Achieved monthly target of 20 admissions and 50000 rupees throughout the time period
* Fixed more than 20 school based seminars and 2 open seminars in Calicut city , where it bought great conversion of admissions

**PERSONAL STRENGTH**

 • Friendly and outgoing personality

 • Proven aptitude in acquiring new skills

 • Commitment and reliability

 • Strong work ethic

 • Willingness to go to “extra mile”

 **EDUCATIONAL QUALIFICATION:**

|  |  |
| --- | --- |
|  • **MBA** |  • **VTU - 2013** |
|  • **BBA** |  • **CALICUT UNIVERSITY- 2011** |
|  • **PLUS TWO** |  • **GVHSS CHERUVANNUR - 2008** |
|  • **SSLC** |  • **CHINMAYA VIDYALAYA - 2006** |
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|  |  |  |

**COMPUTER AWARENESS**

 • MS office

 • Good typing speed

 • CRM software (oracle Based)

**PERSONAL PROFILE**

Marital Status: Single

Date of Birth : 04/Oct/1990

**DECLARATION**

I hereby declare that the statement given above are true and correct to the best of my knowledge and belief