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Deeply accomplished, results-driven sales and marketing operation manager offering successful experience driving market share, brand recognition, and revenue improvements through strategic sales, marketing initiatives and effective brand management. Motivated by internal standards of excellence to over achieve expectations and exceed all set goals. Highly successful driving high-value revenue and profit gains. Seeking suitable assignments in sales & marketing field with an organization of repute

**Areas of Interest:**

Sales, Promotion & Branding Partnership and alliance formulation  CRM

 Team building and leadership  Direct Marketing Techniques  Human Relationship Management

 Strategic Marketing & business development Budgeting & Allocation

**Profile summary**

**Since 2011 Mahindra & Mahindra Financial Services Ltd.**

**Assistant manager-sales & marketing operations, Calicut, Kerala north region**

Key Result Areas:-

* A competent individual with 3 years of experience with Mahindra Financial Services Ltd., Calicut as an Assistant manager-operations (In-charge for coordinating all sales & marketing operational activities-business development for region north Kerala).Sourcing whatever the business requires or searches for better deals with outside parties by evaluating the costs, quality and service improve the working environment and business processe of the company
* Organizing various sales & marketing activities like manufacturing events, dealer events, campaigns, customer meets, displays, loan melas, walk in contest etc. with the aim to source business.
* Develop and manage dealer relationships
* Design, implement & facilitate an effective marketing strategy.
* Carrying out effective research & intelligence into competitor products & other trends.
* Identifying key marketing opportunities.
* Making sure that campaigns run to deadline and on budget.
* Management of sponsorships for conferences and events. .
* Engaged in sales to provide appropriate products to meet customer requirements
* Implement brand standards. Identify, develop, and evaluate marketing initiatives, strategies, and programs through consumer research, competitive/trends analysis, and creation of internal metrics and management
* Lead the development of  strategic sourcing relationships
* Providing guidance and direction to subordinates including setting performance standards and monitoring performance and also ensure the training given to the team if required.

**Highlights:**

* Achieved 40 % of share from direct marketing business
* Increased consumer leads by 25 % through CRM programs.
* Contributed to sales growth through development of appropriate policies and methodologies for new channels, products, and sales programs.
* Efficiently followed up with business executives, kept track of their activities & business growth achieved by them and motivated them to strive for continuous improvement –Refinance business improvement

**Core competencies**

* Ensure troubleshooting by determining cases of operating errors and deciding what to do about it.
* Improve the operational systems, processes and policies in support of organizations mission -- specifically, support better management reporting, information flow and management, business process and organizational planning.
* An effective communicator with excellent negotiation and client servicing skills

**Major cite projects-**

**Internship**

Title: **Sales & marketing techniques**

Organization: Dhanalakshmi Bank

Location: Chennai

Year of conducted: 2011

Role:

* Analysis of all products and its sales and marketing techniques used in bank

**Internship**

Title: **Financial Performance Analysis**

Organization: KTDC

Location: Trivandrum

Year of conducted: 2010

Role:

* Designed an appropriate strategy to overcome the issues and to generate profit to the company

**Internship**

**Title: Inventory management & ERP system**

Organization: Sujana steel product company

Location: Chennai

Year of conducted: 2009

**Role:**

* Analysis of Inventory management process, logistics involved in the company and ERP system

**Certification**

* Successfully cleared Indian Institute of Banking and Finance (IIBF) Diploma course Certification Exam-2011
* Successfully completed Tally-accounting software Certification course-2009

**Trainings**

* Corporate trainings-from previous company
* Tally training

**Education**

* 2011 MBA (Finance & Marketing) from SCMS COCHIN, MG University with 60% Marks
* 2009 B.Com. (Commerce) from PMG College, Thrissur, Calicut university with 68.33% Marks
* 2006 12th from SNDP Higher Secondary School, Ernakulum with 78.5 % Marks
* 2004 10th from GHS School, Kuzhur, S.S.L.C with 74% Marks

**Extramural activities**

* Assisted in organizing Symposiums and various other events in colleges
* Served as an active member of NSS union at school and college level.

**IT skills**

* Well versed with MS Office tools
* Knowledge in accounting and other software’s like Tally, SQL, VB, HTML and DBMS etc.

**Personal details**

* Date of birth: 18th January 1989
* Nationality: Indian
* Languages known: English, Malayalam, Hindi and Tamil