

|  |  |
| --- | --- |
| Srikanth. K  srik.airtel@gmail.com |  |

**CAREER OBJECTIVE**

To achieve career growth by delivering my interpersonal skills and academic knowledge towards the opulence of the organization for which I work and where I can learn & feel the dynamic nature of professionalism which would help me to gain understanding of new realities of work life and to serve my organization excellently.

**PROFILE SUMMARY**

* A **Professional** with **6 years** of comprehensive experience in **Sales & Marketing** domain.
* Strong enthusiasm and ability to work under pressures with reputation of unwavering accuracy, credibility and integrity.
* Demonstrated abilities in handling a wide spectrum of activities encompassing **Direct sales, Key Projects execution, People Management & Distribution management.**
* Academically proficient with a **Master’s in Business Administration** specialized in Marketing & HR.
* Proficient with Knowledge of **Microsoft Office Suite** with excellent capabilities to adapt and learn new technologies, ensuring continuous skill enhancement
* Awarded the **Excellent Executor Award** (2010) in market communication, **Circle Topper- Best Area Sales Manager - Process** (2012) **, Best Area Sales Manager (Contest Natu Pramani)** (2013), Circle topper -**Best Urban Sales Manager (Contest Urban Gladiator)** (2014), Circle topper **Best Area Sales Manager (Contest Narasimham)** (Q2- 2014-2015) and rated  **– Exceeds Expectation Contributor** rating in successive years 2010 -11, 2011-12, 2012-13 and 2013-14.
* Nominated in the list of Top Talents in KTN Circle (Kerala-Tamilnadu Circle).

**AREA OF EXPERTISE**

Business Planning |Sales & Marketing | Distribution Operations

Brand Management |Merchandising | Product Management

Task Allocation / Target Setting |Team Management

###### CAREER PROFILE

* **Since October 2009: Bharti Airtel Ltd**

Bharti Airtel Limited is an Indian multinational telecommunications services company. It operates in 20 countries across Asia and Africa and is the fourth largest telecommunications provider in the world.

**Designation : Assistant Manager (Sale & Marketing)**

**Department : Pre-paid Business**

**Career Path:**

* Jan 2011 –Till date: Territory Sales Manager(Telecom Sales & Distribution Ernakulam)
* Oct 2009- Dec 2010: Marketing Officer – Marketing Communication (Kerala Circle Marcom)

**Tasks : ( Territory Sales Manager) – Telecom Sales & Distribution, Ernakulum**

* Handling 3 Distributors in Cochin City with 18 Sales Exectives and a turnover of 3 crores and over 5000 new customer additions month on month.
* Accountable for achieving the new customer acquisition target and revenue targets.
* Accountable for planning the primary stock billing for the month and liquidating the stock through secondary billing by assigning individual target for Distributors & Field Sales Executives.
* Handling the availability of Easy, RCC, Smart cards, data cards at all retail outlets across the territory and through appointment of new distributors & Field Sales Executives.
* Responsible for Analyzing, mentoring & monitoring the performance of 820 LAPU outlets and 450 SIM selling outlets. Customer Acquisition, Revenue, Airtel money, LSO and SSO growth, distributor recruitment, Field sales force productivity, new tower launches, Tower productivity, distributor performance, and ensure ROI.
* Market visit with FOS and Distributors on routine basis.
* Responsible for the entire operations and achievements of the distributors.
* Responsible to drive quality acquisition of new customers through retailers and outdoor promotional activities.
* Supervising the FSE’s for activities, viz. new outlet opening, merchandising and promotional activities for new customer acquisition and thereby penetrating the potential pockets of the market.
* Identifying schemes and strategies to counter competition for meeting targeted results in terms of financial and non financial parameters.
* Coordinating with Zonal Sales Manager for any special needs & customization of offers & products and services for a specific area.
* Daily gate Meeting with Distributor and FOS regarding target vs. achievement.

**Key achievements**

* Got 2 Job Promotions in 4 years and 7 months career in Airtel (Executive to senior executive in 2012, Senior Executive to Assistant manager in 2014.
* Awarded the **Excellent Executor Award** (2010) in market communication.
* Awarded as the **Circle Topper Best Territory Sales Manager - Process** (2012)**.**
* Awarded the **Best Territory Sales Manager (Contest Natu Pramani)** (2013).
* Awarded the **Circle topper Best Territory Sales Manager – Revenue** (2013-14)
* Awarded the **Zonal topper Best Territory Sales Manager – Airtel money** (2013- 2014)
* Awarded the **Circle topper Best Urban Territory Manager (Contest Urban Gladiator)** (2014)
* GotCircle topper award for **Best Area Territory Manager (Contest Narasimham)** (Q2- 2014-2015)
* Awarded **Exceeds expectation contributor** rating in successive years 2010 -11, 2011-12, 2012-2013 and 2013-2014.
* Doubled the net adds / MNP / High Value Acquisition/ Data Penetration in Pre-paid.

**Tasks: Marketing Officer – Marketing Communication (Circle Marcom)**

* Responsible for directing organization’s advertising and promotional campaigns.
* Responsible for overall Airtel Brand visibility and marketing Communication across Kerala Circle
* Responsible for identifying suitable sites for hoarding placement.
* Accountable for identifying availability of Locations for Billboards, Bus benches, transit advertising, traffic sign boards for doing short term advertising campaigns.
* Responsible for the Overall Installation and maintenance of advertising Medias from the time of deployment till completion of contract.
* Accountable for getting into negotiations and maintaining secured relationship with the clients for the betterment of ongoing and future interventions.
* Effective coordination with sales force for execution of POS merchandise and visibility campaigns through trade & direct channels.
* Media management and Measuring Communication Effectiveness
* Association with creative agency to Execute quick and timely communication to the target audience
* Designing marketing collaterals (Posters, Banners, Outdoor Hoardings, Display Poles, Bus Benches).
* Sourcing vendors and vendor management
* Managing market research assignments (Research on market segmentation for marketing products related to Urban and Rural Pockets)
* Training & Developmental activities for Territory Sales managers, Distributors and Field sales executives to educate the requirement of doing marketing communication.
* Organizing conferences and other product launch events
* Active participation in exhibitions/ tradeshows
* Meeting public relations requirements.
* Reporting Directly to ZONAL BUSINESS HEAD.

**Key activities Undertaken:**

* Demonstrated execution abilities during the Launch of **Airtel 3G** through various Visibility campaigns such as Road shows, on ground Customer and Retailer education, rollout of outdoor marketing communications as part of Brand building exercise.
* Demonstrated negotiation ability by achieving a project of 45 Kilometers distance of Pole Kiosks in median starting from Cochin airport to Ernakulum city through negotiation with Cochin City Corporation.
* Formulate and Implement strategic plans with the support of Vendors to ensure a never done before launch of **Airtel New Logo** across Kerala Circle within the time frame.
* Undertaken a project named **“Project Hello”** by actively participated in more than 50 Local connect events like Festivals and Exhibitions in 3 months time and thereby Explored the opportunities of getting new customers and visibility.
* Successfully Initiated and Implemented 25 Airtel branded Vans for supporting Area sales managers to do promotional activities in Rural pockets across kerala.
* Successfully conducted mega event “RUN KOCHI RUN” sponsored by Airtel for 2 years.
* Rated among TOP 3 position in Catapult Project (Airtel new Logo Launch) across South India in Dec 2012.

|  |
| --- |
| **19 March 2009 – 30 September 2009: Reliance Communications.** |

**Designation : Sales & Marketing Executive (Post-paid)**

**Department : Wireless Department. (Data card)**

**Tasks: Sales & Marketing - Wireless Department. (Data card) Ernakulam**

* Marketing and creating an everlasting image in an exceptionally professional manner.
* Optimizing sales and achieving sales targets.
* Maintaining good relationship with the corporate & individual customers.
* Reporting directly to the Channel Sales Manager.

**ACADEMIC QUALIFICATIONS**

* **Master of Business Administration ( Marketing & HR)**  ICFAI National College, Cochin, Kerala (ICFAI University) – 2007-09
* **Bachelor of Commerce (Taxation)** Bharata mata College, Cochin, Kerala

(Mahatma Gandhi University)- 2004 – 07

* **Plus Two- Commerce**, Cardinal HSS, Cochin, Kerala

(Board of Higher Secondary Education) – 2002-04

* **SSLC,** St.Joseph's EMHS, Cochin, Kerala- 2002

**LANGUAGES**

|  |  |  |  |
| --- | --- | --- | --- |
| **Language** | **Understand** | **Speak** | **Write** |
| Malayalam | **✓** | **✓** | **✓** |
| Hindi | **✓** | ✓ | **✓** |
| Tamil | **✓** | **✓** |  |
| English | ✓ | ✓ | ✓ |

**MBA PROJECT (Summer Internship Program)**

Project Title : “Selling 15 Softwares worth Rs.1.5 lakhs”

Organization: Grove limited. (Kochi). (Subsidiary of Merchem limited,

Kochi)

Duration : 4 Months.

Project Profile:

* + - Presentations on ERP module to corporate decision makers. .
    - Direct Walk-ins to top notch companies for presentations on ERP modules.
    - To create an awareness about the company to the outside world.

**ACADEMIC ACHIEVEMENTS**

* Coordinator for Intercollegiate fest (Rendezvous) in Bharata mata college, Cochin, Kerala
* Has won best achiever award for the Internship program on the subject, marketing management.
* Successfully conducted the Annual Management Mega Fest, (Vibranz 09) under the banner of ICFAI National College, Kochi.

PERSONAL DETAILS

Date of Birth- 11/12/1986 | Marital status – Married | Nationality- Indian

Father name - K.Madhavan | Mother name- V.K. Radha

Passport issued Date : 11/07/2008

Passport expiry Date : 10/07/2018

Permanent Address: Sowbhagyam, Ithappilly Road, Cochin University (PO), Cochin- 682022

Present Address : Building No: 110. Flat no: 113, Mussaffah, Shabiya, sector 12, Abudhabi

E-mail: srik.airtel@gmail.com

*\*References available on request*

Date: Signature