

**CURRICULAM VITAE**

|  |
| --- |
| **jasim-3.jpg** |

**Jasim Mohamed Aboobacker A**

**Email: jasimjaslin90@gmail.com**

**Visa Status: On Visit (Validity- 2015)**

**Available to Join Immediately**

**Objective:**

To exhibit my skills with utmost sincerity and to learn more from my working ambience by grabbing opportunities that come my way.

**Profile:**

An astute Electronics Engineer with nearly 3 years of rich hands on experience in marketing communications, brand building and business development. Well organized professional with a track record that demonstrates self- motivation, creativity and never say die attitude

**Skill Sets:**

* ATL and BTL Execution
* GTM ( Go To Market)
* Competition Analysis
* Brand Visibility
* Budget planning and ROI
* MIS Reporting
* CRM

**Work Experience:**

**Amarprakash Developers Pvt Ltd Chennai, India., - (July 2012 – Mar 2015)**

Designation : Sr.Marketing Executive

**Roles & Responsibilties**

* Design and execute marketing programs (ATL & BTL)
* Handling a team of 21 executives
* Conceire and execute on ground brand activations in malls, multiplexes and via road shows
* Participate in property and Lifestyle Expos
* Develop monthly marketing activity calendar along with sales team
* Coordinate with creative and outdoor agency for marcom and campaigns
* Review and analyze effectiveness of budget spent
* Prepare MIS reports and power point presentations on budget analysis and activity calendars

**Key Performance Indicators:**

* Sales increase vs Money spent
* Brand track survey results
* Brand visibility and perception

**Rewards:**

* Received excellence awards for successful launch activation of 3 township projects

**Educational Qualifications:**

* Completed B**.E., Electronics and Communication** in Alpha College Of Engineering, **Anna University**, Chennai in the year 2012
* Completed **Diploma in Electrical and Electronics** in Valivalam Desikar Polytechnic College, Nagapatinam in the year 2009
* Completed **SSLC** in St.Mary’s Higher Secondary School, Karaikal in the year 2006

**Extracurricular Activities:**

* Won **Gold Medal** in interzonal volleyball tournament 2009.
* Won **Runners up** in volleyball zonal level 2012.
* Participated in zonal cricket tournament in 2010,2011 and 2012.
* Won **‘OUTSTANDING SPORTSPERSON OF THE YEAR’** in College(2010).

**Hobbies & Interest:**

* Playing Volley Ball and Cricket
* Innovative Creation
* Directing Short Films

###### Personal Details:

Sex: Male

Marital Status : Unmarried

Nationality : Indian

Date of Birth : 17th December 1990

Driving License : Indian driving license

Languages known : English& Tamil

**Declaration:**

I hereby declare that the above furnished details are true to the best of my knowledge and I bear the responsibility for the correctness of the above mentioned particulars.

Place : Yours faithfully

Date :

**(Jasim Mohamed Aboobacker. A)**