BOBINA

A performance driven professional targeting assignments in Marketing, Brand Management and Product Development

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|  | Email: bobina.392386@2freemail.com |  |  | Nationality: Indian |  |  |
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|  |  |  | Availability: Immediate |  |  |
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|  |  |  | Marital Status: Married |  |  |
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**E D U C A T I O N**



**B . E** (Electronics andCommunication Engineering) **ANNA University**

**AR EAS OF EXPERTIS E**

1. **Cost-per-sale Optimization**
2. **Corporate communications**
3. **B2B /B2C Marketing** o **Vendor Management** o **Marketing Strategies**

**& Campaigns.**

1. **Website Management** o **Product positioning**

**and Branding** o **Business /Brand**

**Development**

o **P&L Management** o **Product Marketing/**

**Launch**

* Marketing professional with 8 years of experience in consumer electronics and product development, delivering profitable solutions to drive sales, attract and maintain customers, and build a solid corporate brand.
* Management: Recruited, hired, and trained over 15 marketing and sales specialists, improving overall sales targets by 30%.
* Specialized in marketing campaigns, strategies for distribution and proven record in managing product launches that increased brand awareness and sales.
* Achievements:

Directed launch of 9 new product lines, with total annual revenue of $8 million Developed trade accounts with brands like Samsung, Nikon, Fuji, and Canon for the export wing.

**WOR KING EXPER IENCE**

**Marketing Manager FZ E, D UBAI** April 2 01 1–

Present

**RESPONSIBILITIES:**

**MARKETING:**

* Managed all corporate marketing functions with budget of USD 250,000.00, including brand management, product launch, advertising, marketing collateral, tradeshows and events.
* Established new social media team including Content Developers, SEO Specialists, and Media Technicians that grew company’s web presence and global brand awareness. Also led company's inaugural e-mail marketing initiative, resulting in considerable increase in customer traffic.
* Performed ongoing customer/market research and demographic profiling to identify and capitalize on unmet needs ahead of the curve.
* Proven track record of product launching, in 3 different markets. Identified opportunities, researched new product possibilities, teamed up with engineering team and created campaigns, leading to annual sales growth.
* Collaborated with Accounts and Finance department to create marketing budget and ensured all marketing activity is in line with corporate guidelines, local legislation and data protection laws.



**KEY SKIL LS AND**

**COMPET EN CIES**

**PROFESSIONAL:**

1. **Goal Oriented and**

**Team player.**

1. **Able to work independently as well as on cross functional teams.**
2. **Strong management**

**skills.**

1. **Self-motivated with good Analytical abilities.**
2. **Capable of managing multiple projects**

**simultaneously.**

1. **Experience of managing projects from start to finish.**
2. **Turning data into meaningful and actionable insights.**
3. **Staying abreast of**

**industry**

**developments.**

1. **Excellent organizational, interpersonal and**

**influential**

**communication skills.**

1. **Pragmatic problem solver.**
2. **Aptitude for learning new technologies.**

**PERSONAL:**

1. **Creative, Versatile, Focused and Committed**.

**SPOKEN L ANGUAG ES**

1. English
2. Malayalam o Hindi

o Tamil

* Orchestrated various successful corporate re-branding campaigns, including redesigning logo, web site redesign and marketing materials, TV/Radio ads (operational and creative), that increased lead flow while reducing expenses by combining in-house resources with specialized vendors.

**PRODUCT DEVELOPMENT:**

* Worked directly with manufacturing unit team to manage project workflow and oversee day to day management.
* Worked in Designing -experiments, analyzing, documenting and summarizing results.
* Created and maintained work plan goal templates and coordinated the same**.**
* Developed timelines, managed product quality, sample management, and costing.
* Monitored project tracking systems.
* Periodic visits to the manufacturing unit for production updates, quality checks and approvals on the disposition of first piece inspections on new products or parts.
* Forecasts for the products; collaborate with the sales and marketing team to ensure product requirements are achieved.
* Conducted training seminars and workshops for the in-house team.

**Sales Engineer at CPS GL OB AL G ERE NA L T RA DING L . L . C, DUB AI**

J u l y 2 0 0 8 – Sep tem ber 2 01 0

* Provided sales and after sales technical support.
* Created presentations and demos on product portfolio.
* Negotiated tender, contract terms and conditions.
* Created competitive estimates, proposals, cost/benefit analysis

**HR ASSISTANT at PIVOT S YS T EC HNO LO GI ES PRI VAT E L IM IT ED, TECH NO PAR K, IND IA** May20 06–May 20 08

* Managed full cycle recruiting /exiting and oversaw payrolls.
* Created job descriptions and conducted training programs.
* Compiled personal data and headcount reports.
* Communicated company policies, procedures, and benefit information to employees including the maintenance of all legal posting requirements.

**TECHN ICAL S KILLS**

* Office Tools: MS-Office (Word, Excel, PowerPoint, Outlook)
* Basics of Tally.

**DECL AR AT ION**

I hereby declare that the information furnished above is true to the best of my knowledge.

**(BOBINA )**