

Vasanth

Trade Marketing

Talented and communicative individual with experience in managing relationships with clients and translating marketing and social media needs into results-driven strategies. Excited to leverage background to take next career step in a rewarding role.

**WORK EXPERIENCE**



**Trade Marketing Analyst**



*05/2019 – 12/2019* *Dubai, UAE Achievements/Tasks*



Ensure optimum use of assigned marketing budgets through Trade Spend optimization & ROI calculation after every activation and promotions.

Manage new product launches and brand dedicated BTL activities in-store to increase the reach to customers, visibility, push sales.

Communicate approved retail activities, promotional plans, merchandising and new item authorizations with the Retail Team to ensure relentless retail execution.

Support the Sales management in communication of the sales targets/business priorities to the sales team in a timely and eﬀective manner.

Plan, communicate and track market activities in coordination with internal and external stakeholders. Participate in collaborative Monthly Forecasting Reviews.

**Marketing and Sales Assistant** Scandinavian Paper Industries Co. LLC

*02/2015 – 01/2019* *(Dubai, UAE) Achievements/Tasks*



Monitoring of sales performance, revenues and general profitability. Analysis of Sales report, impact of competitors & measures to increase sales and for future buys strategies.

Price negotiation and actively achieving order targets.

Logistics planning across 5 countries.

Managing the distribution and approval of a range of documentation internally as well as externally.

**SKILLS & TOOLS**



Marketing Management Social Media Engagement



Analytics and Research Customer-Relationship



Business Development MICROSOFT OFFICE



SPSS SAP BO SAP Material Management

**EDUCATION**



Master of Science in Marketing (02/2018 – 02/2020)

*Sydney Business School*

Bachelor of Commernce (06/2010 – 05/2013)

*P.S.G College of Arts and Science*

**PROJECTS**



Social Marketing Campaign - 4 Seasons (2019)

To promote Gender Equality at 4 Seasons and their respective suppliers



Qualitative Research Report- Al Ain Water (2018)

Consumer Behavior Analysis project on Al Ain water focusing on the cognitive decision making process of a single consumer.



**CERTIFICATIONS**



Lean Management (2018)

Mini Tab (2018)

**Seller Analyst**

Amazon

*07/2013 – 06/2014* *(Bangalore, INDIA) Achievements/Tasks*



Worked with sellers on IIDP, Feeds, FBA, ILAC, Payments,

Knowledge on CS Andon cord, Hazmat disposal & liquidation, transshipment, on-boarding and inventory caps.

Email: [vasanth-397058@gulfjobseeker.com](mailto:vasanth-397058@gulfjobseeker.com)

I am available for an interview online through this Zoom Link <https://zoom.us/j/4532401292?pwd=SUlYVEdSeEpGaWN6ZndUaGEzK0FjUT09>

**LANGUAGES**



English



Hindi



Tamil

**INTERESTS**



Chess Music Poker Enthusiast