BAIJU  ****

**14 years of experience in Sales and Marketing, Business Development and Team Management in Banking, & Retail Industry.**

* **Adept in managing all phases of sales development cycles, from prospecting, detailed presentations & negotiation to closing & follow up activities.**
* **Hands on experience in exploring and developing new markets, appointing channel partners, accelerating growth & achieving desired sales goals.**
* **Ability to formulate marketing and sales strategies & promotion plans for business generation.**
* **Significant exposure in cementing healthy relationship for generating business, leading towards accomplishing business and corporate goals.**
* **Motivated by internal standards of excellence to overachieve expectations and exceed all set goals for revenue generation.**
* **Deft in handling overall functioning of processes & implementing processes in line with the specified guidelines.**
* **Proficient in managing & motivating teams for attaining sales targets.**
* **An excellent communicator with good interpersonal and analytical skills.**

**Organizational Experience**

**ICICI BANK as UNIT Manager (24-OCT-2006 to 28-dec-2010). CHENNAI**

**Key Deliverables:**

* **Played key role in branch as responsible person for all aspects of Managing, Purchase, Sales & Marketing, Public Relations, Administration and staff development, Accounts &cash handling, food safety and personal hygiene, Customer care and Service.**
* **Devising the strategies for increasing the market share of the company.**
* **Project managed and evaluated training programs such as customer service, finance and budgeting, appraisal skills, trainer skills within demanding timescales.**
* **Create and implemented account development strategies that significantly enhanced business growth.**
* **Developed, presented and executed business development plans/business reviews.**
* **Worked with marketing team and produced advertising campaigns and marketing strategies.**
* **Minimize negative stocks at stores as well to ensure that there are no Out of stock situation at the stores and warehouse**

**Attainments in icici bank:**

* **year of 2009 rated 3rd in performance, in 2010 (2nd quarter-April, May, jun2010) achieved 200% of target.**
* **Rated 4th among the 12 units..**
* **Rated 2nd among the top 5 performers in chennai.**

**AL MANAMA GROUP as HYPERMARKET Manager (15-jan-2011 to14-dec-2014).**

* **Manage and maintain the company’s stocks and also ensure that leakages are avoided to the Maximum.**
* **Managing and motivating the employees to achieve the desired target.**
* **Handled all administrative activities of outlet of 90 staffs.**
* **Purchase of all inventory, supplies and goods. Negotiate price, Offers, delivery and credit terms.**
* **Develop purchasing agreements and contracts**
* **Evaluate commercially the quotations received from the vendors, Negotiate & coordinate with suppliers to obtain best value, performance delivery and payment terms.**
* **Managing company assets, coordinating between the departments and submitting periodical reports.**
* **Analyzing business potential & executing strategies to drive sales augment turnover and achieve desired target**

**Attainments in AL MANAMA HYPERMARKET:**

* **Increase the value of sales up to 40% growth.**
* **Reduce the wastage and grv problems with the supplier minimum to 6%**
* **Growth of gross profit to 12%**
* **Increase the basket value to 25%**
* **Increase the no of transaction to 13%**

**ROYAL GRAND HYPER MARKETS LLC AS MANAGER (03-JAN-2015 TO 14-DEC-2017)**

**Multi-tasking.As a** **Good managers must be able to oversee all the employees, keeping their abilities and weaknesses in mind while prioritizing multiple projects. I call this being up the blimp, looking at the action on the field rather than being in the game. That's the most effective way to develop and use their problem-solving skills. The best managers multi-task and balance these priorities without losing productivity.**

**Decision-making. As An effective manager has the ability to evaluate and decide which are crucial to the success of your store. Retail often means actions must be acted upon quickly, but making the right decision rapidly without mistakes means evaluating information to weed through what is important and what isn't. You don't want a manager who looks at a situation over and over without making a decision - right or wrong. Keep one and you'll lose sleep, profits, and lots of sales opportunities.**

**Leadership. As a managers know how to get the most out of their team by using their people management skills, listening skills, and problem solving skills to encourage their associates and sustain employee engagement. That means using judicious, constructive criticism instead of belittling. It means treating others with respect instead of my-way-or-the-highway. It means leading by example instead of do as I say. These leadership skills inspire employees to give their best.**

**Motivation. This goes hand-in-hand with leadership. To be effective as a team leader, being able to motivate employees is a must. Even though I'm a motivational speaker, motivation to do well is internal. Successful retail managers are able to nurture that along with clear performance expectations. Setting goals will keep managers focused on the long-term success of your company.**

* **Handled timely placement of orders**
* **Conduct market analysis, which includes major and new competitors, product ranges, prices and any relevant information for the company.**
* **Verify Invoice by reviewing approved time sheet, reports and certificates to ensure accurate cost of service.**
* **Prepare the purchasing monthly report to procurement & Inventory manager, also finds -out alternatives for un-available materials being requested.**
* **. Ensure timely delivery of materials through consistent communication and follow-up with the vendor and the buyers.**

**AL SAAD BAKERY &MARKETS LLC AS MARKETING MANAGER (03-JAN-2018 TO 14-NOV-2019)**

* **Developing new clients by comparative study of market variables such as cost, etc. and providing them with superior service.**
* **Conducting extensive market research to analyze and assess market potential, tracking competitor activities for providing valuable inputs to fine-tune selling & marketing strategies.**
* **Implementing strategies for market penetration by identifying and launching new products and increasing the share of the existing products; delivering market presentations to increase sales.**
* **Reviewing and interpreting the competition and market information to fine-tune the marketing strategies.**
* **Mapping client’s requirements, identifying improvement areas & implementing measures to**

**maximize satisfaction levels.**

* **Serving as a point of contact for the Client for escalations.**
* **Ensuring continuous interaction with the customer to make sure that area of concern can be worked upon for improved service levels.**
* **Setting out quality standards for various operational areas, ensuring a high-quality customer experience while adhering to the SLAs for their services.**
* **Managing team functions viz. manpower planning, recruitment & selection, induction, performance appraisal, training, etc.-**
* **Developing & retaining talent along with attracting best talent from the market.**
* **Leading, mentoring & monitoring the performance of team members to ensure efficiency in process operations and meeting of individual & group targets.**
* **Formulating training programs to suit the dynamic environment & enhance efficiency.**

**as MARKETING MANAGER(02-dec-2019 to till date**

* **Developing a pricing strategy that maximizes profits and market share but considers customer satisfaction.**
* **Identifying new customers supporting sales and lead generation efforts. Creating promotions with advertising managers.**
* **Understanding and developing budgets, including expenditures, research and development appropriations, return-on-investment and profit-loss projections. Compiling lists describing our organization's offerings.**
* **Developing and managing advertising campaigns.**
* **Organizing company conferences, trade shows, and major events. Building brand awareness and positioning.**
* **Evaluating and maintaining a marketing strategy.**
* **Directing, planning and coordinating marketing efforts.**
* **Communicating the marketing plan.**
* **Developing each marketing campaign from start to finish.**
* **Researching demand for the organization's products and services.**
* **Evaluating competitors.**
* **Handling social media, public relation efforts, and content marketing**

**Computer Skill:**

* **Microsoft Dynamic Navision**
* **MS Office(expert)**
* **Graduate diploma in computer application**

**Projects:**

* **Organizational Study at PARVATHY MILLS (KOLLAM). About liquidity and profitability analysis**
* **ANALYZE THE EFFECTIVENESS OF ADVERTISING CAMPAIGN of COCA COLA INDIA.**

**SCHOLASTICS**

**2005 MBA (Marketing & HRM)**

**Anna University, Chennai. With 68%**

**2003 BBA (Management)**

**Kerala University with 55%.**

**PERSONAL VITAE**

**Date of Birth: 07th may, 1983**

**Languages Known: English, Malayalam, Hindi and Tamil**

**Nationality: Indian**

**Place: Cochin BAIJU**

**Date:**

**Email Address**  : [baiju.399951@2freemail.com](mailto:baiju.399951@2freemail.com) / [baiju.399951@gulfjobseeker.com](mailto:baiju.399951@gulfjobseeker.com)

**Mobile Number** : 0504973598

**Reference** : Mr. Anup P Bhatia, HR Consultant, Gulfjobseeker.com

**YouTube Video CV**

<https://www.youtube.com/channel/UCdsv_v9Czkx2Dc8bW4Bt4wA>

**View My CV on Gulfjobseeker.com CV Database**

<http://www.gulfjobseeker.com/employer/cv_database_highlighted_cv_freetocontact.php>

**Chat with me Live on Zoom**

<https://zoom.us/j/4532401292?pwd=SUlYVEdSeEpGaWN6ZndUaGEzK0FjUT09>