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FALCON ID # 42392

Telecommunication / Manager

Residential Country : India Nationality : India
Resume Title : Asst Marketing Manager Notice Period : 1 Days

EDUCATION

Qualification	Institute / College /university	Year	Country
Mba/pgdm		0000	Not Mention

CAREER SUMMARY

Position	Employer	Country	From Month/ Year	To Month/ Year
Asst Marketing Manager	Reputed Company	India	04/2002	/
Sales Officer	L?oreal India, Professionnel Division	India	12/1997	01/2002

ADDITIONAL CERTIFICATE AND TECHNICAL QUALIFICATION

Name Of The Course	Course Date	Valid Upto	Name Of Organisation
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Current Salary
(Monthly In Usd): Not Mention

Expected Salary
(Monthly In Usd): Not Mention

Additional Skills :

Work Experience :-

Godrej Consumer Products Ltd., Mumbai
From April 2002 till date.
Asst Marketing Manager reporting to GM (Marketing)
? Handling Colour Soft Brand independently.

- ? Head of Godrej Hair Care Institute.
- ? Working on launch of new products and increase sale of existing brands
- ? Spearhead NPD projects.
- ? Explore alternative channels of distribution.
- ? Organize and participate in Exhibitions, Workshops & Ground Activations
- ? Organize and conduct workshops & seminars to educate channel partners.
- ? Consumer contact programs.
- ? Developing new channels for sales (salons)
- ? Developing blueprint of new Business plan

L'Oreal India, Professionnel Division, Mumbai

5 years (Dec 1997 – Jan 2002)

Sales Officer

- ? Building a completely new distribution channel
- ? Achieving sales targets & driving growth.
- ? Selling concepts & Products to fashion industry.
- ? Organizing product launches, seminars and technical launches.

Sandu Pharmaceuticals Pvt. Ltd., Mumbai

6 months (June 1997 – Dec 1997)

Management Trainee(Marketing & Sales Promotion)

- ? Relaunching product identity.
- ? Liasoning with the print and electronic media.
- ? Coordinating with sales & management.

Godrej Consumer Products Ltd., Mumbai

Blueprint of a new business plan.

- ? Estimates of current market size & dynamics.
- ? Competition Mapping.
- ? SWOT of competition.
- ? Current position of organization.
- ? Higher imagery of products.
- ? Better image rub-off on all the brands.

Launch of Renew Highlighting Kit.

- ? Brand extension to Renew.
- ? Research – product, packaging, etc
- ? Launching the product at All India level.
- ? Improved brand equity of Renew, the mother brand.
- ? Higher Gross Sales Margin.

Relaunch of Renew Hair Colour Cream

- ? Bench marking product performance versus competition.
- ? QUALI-Research for the Brand Health.
- ? Changing the product proposition to maximize profitability and market share.
- ? Designing and testing concepts for product position & media communication.
- ? Improved Market Share.
- ? Higher Brand Recall.

Special Visibility initiative on Renew in selected supermarkets across the country.

- ? Tying up with Pantaloons
- ? Special display units and promotions for visibility
- ? Good response to the relaunched product

? Higher visibility, awareness and trials of the product.

Consumer Offer on Renew Cream Hair Colour.

- ? Identifying and sourcing the best consumer offer.
- ? Reworking the packaging for offer.
- ? Designing POS and communication for offer.
- ? Incentive for consumer to pick up the product
- ? Good visibility of offer on the shelf.

Consumer awareness camp for Lady consumers.

- ? Tie up with clubs across the city.
- ? Special talk by Hair expert
- ? Direct interaction with the right TG
- ? Direct contact with the right TG consumer
- ? Believability of product as endorsed by Hair Expert
- ? Clearing misconceptions on the spot.

Focus on modern trade outlets.

- ? Tie up with select supermarkets with a special offer to its consumers
- ? Merchandising activities for better visibility and counter space.
- ? Tie up with partners (salons) for the offer.
- ? Never-before benefit to consumers.
- ? No additional cost to company
- ? Better business and more consumer foot fall at the partner salons.

Consumer contact programs through GHCI.

- ? Arranging workshops for consumers through partner salons across the country
- ? Getting known hair experts in the field and tying up for the activity, eg. Dr. Apoorva Shah, well known trichologist
- ? Better equity and believability of GHCI

Additional Information :

L'Oreal India, Professionnel Division

1997 -

2001

Achieving Sales targets, technical targets etc

- ? Achieving targets with Monthly schemes on different products
- ? Improving the awareness about the products
- ? Creating technical excellence about the specialized products
- ? Best Sales Distribution for Few slow moving products
- ? Best Sales Team Award in 1999
- ? Fastest growing territory in West Region
- ? Highest tie ups in privilege program

Cheryl's Cosmeceuticals, Mumbai

3 months (Jan 2002 – March 2002)

Business Process Re-engineering of Sales function.

- ? Restructured Sales organizational hierarchy.
- ? New performance metric defined with new reporting formats.
- ? Ironing out the problems faced by the company in terms of errant sales force.
- ? Sales Training workshops for the all India sales force on new system.
- ? New Sales structure is efficient and productive.
- ? Well designed training programs lead to skill enhancement of Sales force.

Educational Qualifications :

MBA (Marketing & Finance) 1997 Nagpur University Deptt of Business Administration First Class

B. Sc. (Microbiology) 1995 Ruia College First Class

H. S. C. 1992 Maharashtra Sate Board Distinction

S. S. C. 1990 Maharashtra State Board Distinction

Achievements :

- Co-founder of 'SRISHTI NATURE CLUB' in Nagpur.
- Worked as co-editor of college magazine 'MICROMAG' at Ruia College, Matunga, Mumbai.
- Done courses on hair dressing, Aromatherapy.
- Seminars on 'Negotiation Skills'.
- Seminar on 'How to make an effective Presentation'
- Workshop on 'Brand Activation'