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Telecommunication / Manager

Residential Country : India Nationality : India
Resume Title : 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
Marketing Manager	Reputed Company	India	05/2009	/
Business Manager	Rose International / Egana India Pvt. Ltd	India	10/2007	03/2009
Business Manager	Alia Creative Consultants Pvt. Ltd.	India	07/2002	10/2007
Asst. Marketing Manager	Kedia Lamikote (I) Ltd	India	05/1999	06/2002

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 :

Career Objective:

A self starter, innovative thinker, go getter individual with strategic, creative & analytical bent of mind

BST Sayona Automations (MNC)

Marketing Manager

since May 2009

Job Profile:

- Define and implement marketing plans, analyzing market trends to provide critical inputs for business
- Planning, executing and coordinating various promotional and training programs to support sales and market development
- Responsible for managing the marketing budget
- Build an effective marketing communication program while ensuring they are in sync with the Business strategies to accomplish the decided targets
- Responsible for development of all the collaterals and sales support materials
- Formulate and execute the communications strategy while working closely with the global corporate communication team to rollout out communications, policies, campaigns etc.
- Liaising with various media, advertising, research and events agencies to align marketing and brand communications
- Ideation & creation of e-mailer ads, print ads, articles for newsletters (in-house employees & clients), magazines, virtual ads, etc.
- Recreation of new dynamic company's website and maintaining regular updates about the latest products & services information
- Establishing B2B & B2C interactive web media, frequently modernizing business network websites
- Maintaining regular Search Engine Optimization expert analysis & comparison
- Effective communicator, creative and innovative solution presentation skills

Rose International / Egana India Pvt. Ltd.

Business Manager (All India)

Oct 2007 ~ March 2009

Job Profile:

Brands: Versace, Festina, Allen Solly, Van Heusen International Watches

- Managing business operations with key focus on top line profitability by ensuring optimal utilization of resources
- Demonstrative excellence in market development, product positioning, visual merchandising, supply chain management and handling distribution network
- A pro-active leader in monitoring the performance of the team to ensure efficiency in sales operations and meeting of individual & group targets
- Ideation & execution of best alternative media planning as per the budget to achieve business target
- Proven abilities in brand building, brand communication, brand sales, conducting various product variants launches and establishing strong primary and secondary network for the same
- Establishing short / long term budgets targets across the assigned region
- Analyzing & reviewing the market response/ requirements and communicating the same to the management for accomplishment of the business goals
- Overseeing the sales & marketing operations for watches, thereby achieving sales growth
- Conducting competitor analysis by keeping abreast of market trends & achieving market share

metrics

- Identifying and networking with financially strong and reliable dealers and distributors, resulting in deeper market penetration and improved market share

Alia Creative Consultants Pvt. Ltd.

Worked as Business Manager (Regional level) July 2002 ~ Oct 2007

Consulted over 500 projects & 50 leadership brands for corporate identity, brand communication, printing & packaging.

Job Profile:

- Devising & implementing business plan to achieve pre-defined and mutually agreed targets with the management & business goals
- Identifying large corporate clients, developing healthy relationship to ensure long term business relationship
- Conceptualize & implement strategies for enhancing business development opportunities with respect to new market segments / unexplored markets
- Supervising, coordinating, motivating and supporting the team and administrative staff to attain and exceed assigned goals.
- Ensuring feedback & repeat business from clients
- Developing & maintaining healthy relationship with key clients
- Appraising the management through proper MIS on monthly progress of business with recommended actions to ensure on target
- Driving & motivating the team for achieving agreed targets

Clients:

- HUL (Malaysia, Indonesia, China)
- Marico
- Nerolac
- Kimberly Clark
- Godfrey Phillips
- ITC
- Amul
- Ruchi
- Johnson & Johnson
- Godrej
- Heinz

M/s Kedia Lamikote (I) Ltd.

Asst. Marketing Manager

May 1999 ~ June 2002

- Defining marketing and Sales strategies to achieve business goals
- Vital link between the clients and the top management
- Responsible for all India Sales, Reporting to the Business Manager
- Managing short and long term marketing goals, Constantly monitoring and reviewing sales and collection targets
- Accountable for training and development of Sales associates, Conducting appraisals for the marketing and sales team, Representing the organization at consumer and trade promotion events

M/s Leader Electricals Pvt. Ltd.
Sales Executive

May 1995 ~ April 1999

- Efficient and effective documentation for export orders
- Influenced & developed the need of computer in the organization
- Organized and implemented the Internet & LAN system in various department
- To collect and collate quotations from various vendors before issuance of a purchase order of vast category of consumer durable / non-durable products for the showroom
- Responsible for corresponding with clients, Collection of outstanding dues
- Responsible for the day-to-day administration activities

Additional Information :

Educational Qualifications:

Masters of Business Administration – (Major Marketing) December 2000
Newport University - USA

Diploma in Import and Export Management June 1997
Indian Merchant Chambers

Bachelors of Commerce April 1995
University of Mumbai

Diploma in Software Management September 1993
Computer Time