

# Vikas

Brand Positioning & Management | Product Lifecycle Management | Sales & Marketing  
Acknowledged for strengthening companies to lead in highly competitive markets and  
for delivering innovative marketing concepts and strategies; *targeting assignments in  
Brand Management / Trade Marketing Operations in the FMCG or Pharma sector*



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## Core Competencies

Distribution Management

P&L Management

Budgeting & Forecasting

Business Development

Market / Competitor Research

Strategic Planning

Inventory Management

Manpower Management /  
Leadership

Customer Relationship Management

Crisis Management

## Profile Summary

- ▶ **Highly accomplished professional with nearly 10+ years of proven success** in delivering top-ranking individual and team marketing performance throughout
- ▶ **In-depth knowledge of** collating information on product performance, market presence and brand position
- ▶ **Possess enriched knowledge of** managing expectations of the product and performing design, building functionalities & features in interaction with the client
- ▶ Analytical, meticulous and quality-oriented professional who emphasizes on reducing costs and achieving optimal ROI
- ▶ **Expert Planner & Business Strategist who has pioneered & implemented measurable marketing strategies** that realized revenue goals and increased awareness by showcasing the brand in most differentiated ways
- ▶ **Articulated the specific needs of target accounts** in order to develop and execute customer centric market/ sell plans and programs focused on strategic accounts and increasing the sales and margin growth
- ▶ **Leveraged skills in analyzing market trends, competitor positions & economic factors** to develop key programs for organization and facilitating closure of deal
- ▶ **Talented team builder** successfully develops talented personnel through hands-on leadership, clearly defined goals, and consistent follow-up

## Soft Skills



## Education

- ▶ MBA in Marketing, MITE College, Visvesvaraya Technological University, India in 2010
- ▶ B.Com. in Taxation, SDM College, Ujire, Mangalore University, India in 2008

## IT Skills

MS Windows, MS Office and Internet Applications

## Notable Accomplishments Across the Career

- ▶ Achieved certificate of appreciation for outstanding achievement in 2015 and 2016 from 3M
- ▶ Successfully enhanced profitability for the assigned brand portfolio in 2012 with an increase in margin of 9% by taking judicious changes.
- ▶ Resourcefully introduced 3M 360 Range Bandages, Skin and Wound Care in UAE market strategically which gave efficacy
- ▶ Instrumental in successful introduction of VLCC Range in UAE market.
- ▶ Launched a Multi-category brand in 2011 with complete responsibility of listings, visibility, and distribution across all trade channels in UAE
- ▶ Led the Pharmacy Distribution drive for 3M Nexcare 7x7 with tailor-made bonus schemes
- ▶ Productively revised expires to less than 1% of total sales revenue in 2012 through optimal stock rotation
- ▶ Acknowledged for taking inspired marketing initiatives that translated to 11% increases in overall sales turnover



## Work Experience

**Aug'2011-Sep'2021 with NMC Trading LLC, Dubai, UAE**

**Team Size:** 135 Frontline Sales & Merchandising Force

**Reporting to -** Sales & Marketing Manager & Business Unit Manager

**Major Key Accounts -** Carrefour, Lulu, Coops, Safer, Geant, Aster, Life ,Boots, Binsina and so on

### Key Result Areas:

#### As Product Manager/Trade Marketing Manager:

- ▶ Performing activities such as:
  - Conceptualizing & implementing short & long term marketing plans w.r.t. annual volume & margin commitments and brand-building objectives
  - Spearheading planning, development & implementation of aggressive and innovative sales & marketing policies for principals and customers to ensure adequate penetration, market share, product positioning, and so on
  - Analyzing & studying various performance parameters; fine-tuning the marketing-mix for jump-starting stagnant sales
  - Conducting negotiations with principals and clients on price & volume by adopting a win-win approach
- ▶ Studying market trends; regulating advertising & marketing activities to ensure that the right message is delivered
- ▶ Working towards enhancing brand's equity & marketplace performance through brand & consumer trends analysis
- ▶ Gathering & managing brand marketing communication material in order to address the local requirements to secure efficient & effective communication for each market activity
- ▶ Monitoring launches and re-launches preparation & implementation according to agreed plan and within assigned budget
- ▶ Conducting competitive analysis to develop action plans and ensure that the brand is in line with the organization's strategy

#### As Trade Marketing Supervisor:

- ▶ Managed & monitored promotional campaigns in line with key sales & marketing objectives
- ▶ Collaborated & coordinated with Principals/Brand Owners on strategies to highlight product USPs and drive consumer awareness
- ▶ Interfaced with media agencies for effective roll-out of key brand building initiatives including electronic & print media scripting as per pre-agreed budget & timelines
- ▶ Collated & analyzed consumer insights, and facilitated the promotional mix to yield optimal marketing ROI
- ▶ Supervised launch of NPDs based on consumer behavior matrix and market research data by identifying potential gaps in the market
- ▶ Gained knowledge of latest market trends and specific category insights by evaluating leading market research data like AC Nielson
- ▶ Worked closely with advertising agencies to support campaigns, as well as provided suggestions on development, production & implementation of world class advertising & promotions for brand and media strategies

#### Brands Managed :

- ▶ 3M Nexcare, 3M Futuro, 3M Woundcare, Emami, Trisa ,Chubs,Himalaya,Enchanteur,Dabur,Unilever-Pears, Novalac Baby Milk,VLCC, Dial-Henkel, Renuzit-Henkel, Purex-Henkel, Seacod, Scat, Bella Cotton, MAM, Agrigold, McCormick, Sara Lee, Lamb Weston, Droste Ambipur, Kiwi



## Personal Details

Date of Birth: 23rd March 1988

Languages Known: English, Hindi, Kannada, Tulu & Malayalam

Driving License: Valid GCC License