



DIANA MATHEW

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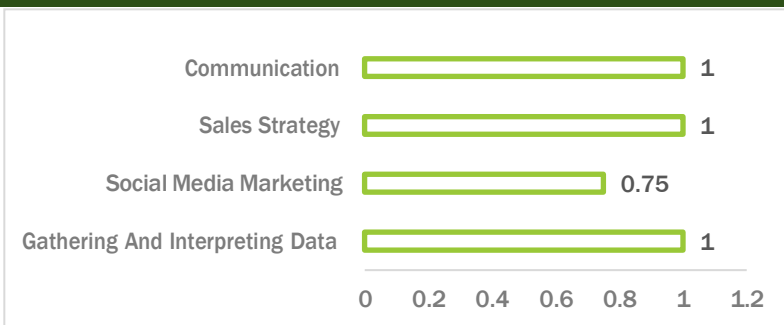
diyadiana444@gmail.com

Current location - Farwaniya, kuwait
Visa Type - 18 Transferable visa

PROFILE

A result-oriented professional with 6 years of experience in Marketing, Business Development, Retail Store Operations, Stock Management, Channel and Distribution Management, Customer Relationship Management and Team Management; An out-of-the-box thinker with a proven record of increasing revenues and streamlining work to enhance productivity; A natural aptitude for accepting challenges, resolving issues and achieving desired targets; Exceptional communication skills, especially business communication, with a flair for marketing and presentation.

SKILLS



PROFICIENCIES

SALES & MARKETING/BUSINESS DEVELOPMENT

- Conceptualizing sales promotional activities as part of brand building and market development effort through promotional schemes.
- Preparing / maintaining MIS and other monthly performance reports for apprising top management of the progress.
- Conducting competitor analysis and competency mapping for keeping abreast of market trends and competitor moves to achieve market share metrics.
- Identifying and developing new streams for revenue growth and maintaining relationships with customer to achieve repeat/referral business.

RETAIL STORE OPERATIONS/STOCK MANAGEMENT

- Coordinating the in-store promotional activities for new releases and special products.
- Conceptualizing visual merchandising displays, windows, POP & design of retail outlets for maintenance of a high-end store image.
- Planning and monitoring warehouse operations of receipt, storage, return of unsold stock, inventory control.

CUSTOMER RELATIONSHIP MANAGEMENT

- Managing customer centric operations and ensuring customer satisfaction by achieving delivery and service quality norms.
- Attending to customer's complaints and undertaking steps for effectively resolving.

TEAM MANAGEMENT

- Mentoring, training and leading field functionaries to ensure sales and operational efficiency.
- Creating and sustaining a dynamic environment that fosters development opportunities and motivates high performance amongst team members.

CAREER

- **BRANCH HEAD**
In Akbar Study Abroad, Kottayam (Dec 2022 - June 2023)
- **BRANCH HEAD**
In Maxmorgan Study Abroad Experts, Kottayam (October 2020 – May 2022)
- **MEDIA CONSULTANT**
in Elite Concept International LLC, Muscat, Oman (August, 2018 – January, 2020)
- **MANAGEMENT TRAINEE**
in Redington India Limited, All Kerala (June, 2017 – July, 2018)
- **MARKETING CO-ORDINATOR**
in Redington India Limited, Cochin (April, 2014 – June, 2015)

EDUCATION

- **MBA in Marketing & HR** from Lourdes Matha College of Science and Technology, Trivandrum (2015 – 2017), affiliated to Kerala University with 68%
- **BSc Chemistry** from St. Thomas College, Ranny (2010 – 2013), affiliated to MG University with 55%
- **Higher Secondary** from Cardinal Padiyara Public School, Manimala (2008 -2010), affiliated to CBSE with 65%
- **High School** from Cardinal Padiyara Public School, Manimala (2008), affiliated to CBSE with 70%

PERSONAL PROFILE

- Date of birth : 16/12/1991
- Gender : Female
- Nationality : Indian
- Languages known: Malayalam, English
- Address : Kondoor (H)
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Edathicave
Pathanamthitta
Kerala – 686510