**Sasikumar M**

Alikal House,

Palakkad, Kerala, India.

India #: +91-9544050433

 Qatar # : +974-70256369

sasikumar.m2020@gmail.com

|  |
| --- |
| **MBA ( Sales &Marketing ) professional with 24 years of experience in FMCG Insurance , Builders,Telecom & Ceramics** *An accomplished professional with a dynamic career in New Business Development, Key Account Management, Brand Management, Revenue Management, Strategic Development& Product Launches across multiple categories***PROFILE*** Dynamic 24-years career reflecting pioneering experience in the field of sales and marketing.
* Highly competitive, self-starter who is organized disciplined and goal oriented.
* Excellent communication skill demonstrated by ability to work with people of diverse backgrounds.
* Experienced in providing written and oral presentations. Resourceful and committed.
* Welcome the challenge of solving problems.
* Listen to determine needs of customers before offering a solution

**ACHIEVEMENTS*** Handled new branch with fresh executives
* Got promotion from Marketing executive to Marketing Manager in seven months period
* Got CEO certificate and Certificate of Excellence for the business which I have done
* Qualified and selected for an International training program
* Received so many Rewards & recognition for The Recruitment in Insurance sector.
* Successfully launched Loyalty Card in **Qatar Region**

**PROFESSIONAL EXPERIENCE****Sr. Assistant General Manager- Sales &Mktg with Pentium Construction (p) ltd, Calicut, Kerala, India [ April 2018 to present]****One of the leading builder& CREDAI member****Rejoined Again….***Job responsibilities:*• Taking care of Calicut as well as Perinthalmanna projects.• *Handled the sales team positively and attaining target through them.*• Conducting sales and marketing activity in leading banks• *Meeting the HNI clients at their place.*• *Driving the team to achieve the target.*• *Conducting regular and review meetings periodically.*• Maintaining Customer relationships***Marketing Head /Head- Marketing*** REGENCY GROUP – Grand Hypermarkets (Nov 2017 – Mar 2018) Doha, Qatar It was actually short time contract period for a particular project – GRAND ME Loyalty card and it launched successfully. I Was taking care of 4 Hypermarkets (Qatar Region)- Plan Marketing and branding objectives. Job Responsibilities :Managing Design dept, Designers and the Marketing Executives and make sure that the work gets done through them. We were used to promote our products and the offers through;Digital Marketing - On this Website promo and its updatingOn line Marketing and SEOSocial Media-Radio : Used to conduct Mega promo and the seasonal promotions Facebook promotion – like everyday blogs /post health tips , cutlery tips, product offers etc. so that the consumers used to go through Grand’s day to day offers. We used to promote the Loyalty bonus and the winners list via FB. Making sure that every day the consumers get awareness what the things are going on Grand Hypermarket. This was really fetched good result.WhatsApp promotion : We used to collect the consumer’s contact number and promo Big day’s and weekend offers. Here we used to keep the customers alive like conduct some attractive contest and the announce the winners list publically. Had asked the customers to walk in to Grand to collect the prizes. The same as we published in Newspaper too.Newspaper : Every weekend offers and the Mega promotions we used to give ad in leading newspapers. Bulk SMS : Through Agent have conducted alert message regarding Loyalty card and its Benefits. This was done across Qatar.Other Marketing – Vehicle Promotion: Used to promote the Mega promotions on Taxis.Retail Marketing –Had done proper display within the shop and make sure that the displays were unique. Used to had meetings with suppliers and the Mall managers.Had conducted Biriyani Mela and cutlery contest within the shops.Used to conduct volleyball contest, Aim & win contest near hypermarkets and distribute the prizes to the winners.Branding the Loyalty card and the mega promotions contest.**Expand product solutions and offerings.****Every week used to have meetings with Mall Managers, Retail Manager and Purchase Managers regarding Flyer design, promo etc.****Analyze Market Trends and recommend changes to marketing and business development strategies based on analysis and feedback.****Prepare and adhere to budgets for marketing and advertisement.****Oversee creation and delivery of press releases, advertisements and other marketing materials****Seasonal Promotions & Mega prize contest – Used to visit Baldaiya office and make sure that contest happens without any discrepancy.****Press Managements – Had a good rapport with the Newspaper and the Media people****Flyer Design – Managing design team and ensuring its design and distribution on time. Negotiation with the press and make sure that benefit to the GRAND****Design print ads and publications.****Ensure brand messages are consistent.****Nurture and enrich all external perceptions of the company and growth of market share****Gather and analyze customer insight – Used to collect customer feedback in the hypermarkets itself and had discuss with the top management & Mall manager regarding any changes in display or enhancing new product etc.****Assistant General Manager- Sales &Mktg with Pentium Construction (p) ltd, Calicut, Kerala, India [ Aug 2016 to Oct 2017]****One of the leading builder& CREDAI member***Job responsibilities:*• Taking care of Calicut as well as Perinthalmanna projects.• *Handled the sales team positively and attaining target through them.*• Conducting sales and marketing activity in leading banks• *Meeting the HNI clients at their place.*• *Driving the team to achieve the target.*• *Conducting regular and review meetings periodically.*• Maintaining Customer relationships**AGM – Sales With TC One Properties , Calicut, Kerala, India [ Sep- 2015 to Jul 2016 ]****One of the ISO Certified co, leading builder& CREDAI member in Calicut***Job responsibilities:*•*Handled the sales force positively.*• *Meeting the HNI clients at their place.*• *Driving the team to achieve the target.*• *Conducting regular and review meetings periodically.*• Maintaining Customer relationships ( after sales too)**State Head- Sales &Marketing, Thai Impex (p) ltd, Nako tiles, Calicut, Kerala, India [ july 2013 to Aug 2015]*****Job responsibilities:***• Handled three ASMs, ten sales officers, and marketing related officers.• Looking after entire Kerala state Tiles business.• Ensuring sales and collections on daily basis.• Total responsibility of Ten districts sales and collections, conducting Monthly Review Etc• Conducting dealers meet; Masons meet of district wise to improve the sales. • Maintaining relationship with existing dealers and developing new dealers and converting them.**Sr.Agency Development Manager, Max Life Insurance Company Limited, Chennai, India [Jun 2009- Apr -2013]*****Job responsibilities:*** • Recruitment & Development of Agent Advisors• Promoting new products • Managing huge team of seventeen plus • Giving proper financial solutions to the customers • Meeting HNI clients at my office or at their place for new business • Conducting business seminar especially for CAs and auditors • Ensuring MTD ,QTD, YTD standard plan(goal) happening without any deviation • Conducting weekly review regularly to the team*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***Marketing Manager cum Vendor Development Manager, Quick Sort Group (TATA Telecom & Engineering Division), Chennai, India [Nov 2003–Apr 2009]*****Job responsibilities:**** Gathering market and customer information.
* Acting as an intermediary between the company and its existing and potential markets.
* Visiting potential customers to prospect for new business.
* Making accurate, rapid cost calculation and providing customers with quotation.
* Maintaining and developing relationships with existing customers via meetings, telephone calls and emails.

-------------------------------------------------------------------------------------------------------------------------------------------------------------------.**Proprietor, Universal Marketing, Chennai, India [July 1999–September 2003]*****Job responsibilities:**** Started a small-scale business with acquainted experience, self-confidence and hard work as investment.

-------------------------------------------------------------------------------------------------------------------------------------------------------------------**Marketing Executive, Durables, Palakkad, Kerala, India [February 1995–May 1999]*****Job responsibilities:**** Reached great heights in marketing durable products.
* Acquired knowledge in dealing with different personalities.
* Responsible for customer satisfaction.

-------------------------------------------------------------------------------------------------------------------------------------------------------------------**ACADEMIC QUALIFICATION**Master of Business Administration-Operations managementNational Institute of managementMasters in Public AdministrationAnnamalai UniversityPG Diploma in Personal Management and Industrial RelationsAnnamalaiUniversityDiploma in Refrigeration and Air-conditioningDatamatics Vocational Training Centre, Chennai**Personal Details :**  **DOB : 6th May 1974****Passport No : S0894000 , validity till 2028****Marital status : Married** **Thanks for your time and consideration**. |