



# Asha Ashok

3704, Al Rayyan Tower B, Al Nahda,

Sharjah, UAE.

Mobile: +971551837352 (UAE) Email: ashaashok.ashok@gmail.com

## PROFESSIONAL EXPERTISE & ASPIRATION

To secure a challenging and responsible position in your organization, in which built professional repertoire of knowledge as well as interpersonal expertise learned through academic and work experience will be shared and applied, thus materializing the mission and vision of your organization.

## KEY SUPPORTING SKILLS

**ADMINISTRATION:** Posses technological skills necessary to perform day to day business activities with good control on Microsoft office software like Excel, Word, PowerPoint & Outlook.

**TIME MANAGEMENT:** Demonstrate top-notch organizational skills, with ability to prioritize and multi-task.

**COMMUNICATIONS:** Employ proactive problem-solving communications skills to generate “win-win” scenarios. Effectively communicate in special situations and potential problem areas to management.

**PERSONAL STRENGTHS:** Conscientious in following through on commitments and deadlines. Mature, discreet team player with experience interfacing with high-level executives and corporate clients.

*“Excellent communication, computer and office support skills.”*

*“Read & write English, Hindi, Malayalam & Oriya”*

## CORE COMPETENCIES

- Planning & forecasting
- Inventory management
- Consumer behavior
- Market research & strategy
- Managing A&P expenses



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## STRENGTHS

- Proactive, achievement-oriented team worker.
- Industrious, self-motivated, ambitious & goal oriented.
- Ability to work with minimal supervision.
- Ability to identify, priorities, complete and delegate tasks appropriately to meet deadlines and work under pressure.
- Discretion and understanding the need for confidentiality.
- Use of common office systems and software.
- Effective organizational and interpersonal skills.
- Proficiency in the use of English.
- Supplier and customer management.
- Exposure to FMCG & Pharmaceutical industries and Modern Trade
- Give the best performance under pressure while setting goals for each project

## Professional Experience

<u>Company</u>	:	NMC Trading LLC
<u>Period</u>	:	February 2014 – Jun 2020
<u>Designation</u>	:	Product Executive
<u>Location</u>	:	Dubai

## Roles & Responsibilities

- Handle day to day sales & distribution operation of several FMCG & Pharmaceutical brands including Emami, Bella Cotton, Lakme, Biocon, Neopharma & Nexgen.
- Provide daily data support to Principal Companies (Suppliers)
- Provide analytics to the sales team for supporting their sales call and their monthly revenue generation
- Provide timely reports to the middle and the top-level management for decision making



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- Coordinate and support Supply Chain and Logistics Department to ensure smooth flow of goods and inventory
- Coordinate with finance for receivables and payables on behalf of the Brands assigned and Principal companies
- Provide Daily support to the Principal Companies on market trend and competition with the help of analytics and market observation
- Formulating strategies for increasing market penetration for the Brand
- Tracking Marketing budget on behalf of the Principal and Brand

## ACADEMIC QUALIFICATIONS

Degree / Certificate	Qualification	Institute	Board / University	Year	Aggregate % / CGPA
Post-Graduation	MBA (HR & Marketing)	School of Management, KIIT University	KIIT University	2013	<b>62.7%</b>
Graduation	BBA (HR)	School of Management, KIIT University	KIIT University	2011	<b>63%</b>
12th	Pass	Delhi Public School, Kalinga	CBSE	2008	<b>58.6%</b>
10th	Pass	Indira English Medium School	CBSE	2006	<b>62.4%</b>



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## Trainings / Projects Undertaken:

Name of Institute / Organization	Project Title	Duration
NCC Ltd, Hyderabad, 2012	Retention & Talent Acquisition	2 Months
McML Pvt Ltd, Bengaluru, 2010	Recruitment & Selection	2 Months

## Additional Qualification / Achievements / Certifications:

- Energy Audit Survey in 2010

## COMPUTER SKILL

**Familiar With:** Day to day business-oriented computer activities and software including MS Office, Internet, Email, Outlook, Tableau

## Personal Details

Date of Birth : 06<sup>th</sup> January 1990  
Gender : Female  
Nationality : Indian  
Marital Status : Married  
Father's Name : T.S Ashok  
Permanent Address : **Sheeja Bhavan, Ampalathumbhagom P O,  
Poruvazhy, Kollam.  
Pin: 690520, Kerala, India**



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## **Passport Details**

Passport No.	:	L2919150
Place of Issue	:	Trivandrum - India
Date of Issue	:	14/06/2013
Date of Expiry	:	13/06/2023
Visa Status	:	Resident – Dependent Visa

## **Driving License**

In process.

## **Declaration:**

I hereby declare that the above said information's are true to my knowledge & belief.

Yours Faithfully,

Asha Ashok