



AJAY K

PROFESSIONAL SUMMARY

Results-driven professional with a Master of Business Administration (MBA) in Marketing and finance proven experience in territory sales business development, and consumer behaviour analysis, seeking engaging positions in Marketing and Sales. Adept at market research, lead generation brand positioning, and digital marketing strategies. Skilled in customer relationship management, sales forecasting, and campaign execution. Demonstrated ability to drive revenue growth, optimize sales processes and enhance customer engagement.

EXPERIENCE

SR. TERRITORY SALES OFFICER

Turbolux Paints Pvt Ltd

2023 - 2024 (1 Year 10 Months)

- Managed territory sales operations, driving market expansion and revenue growth.
- Conducted market research to identify customer preferences and competitive trends.
- Analysed sales data to optimize marketing campaigns and product promotions.

BUSINESS DEVELOPMENT EXECUTIVE

Extramarks Edutech Pvt Ltd

2022 (3 Months)

- Identified potential clients and generated leads through digital and offline channels.
- Developed and executed business strategies to boost sales performance.
- Conducted product presentations and sales pitches to prospective customers.

INTERNSHIP

SALES TRAINEE INTERN

Reliance Trends

2021 - 2022 (1 Month)

- Assisted in executing promotional campaigns and customer engagement activities.
- Supported sales representatives in client interactions and upselling techniques.
- Gained hands-on experience in market research and sales analysis.

CERTIFICATIONS

- Complete Customer Care Executive Course – ASAP
- Communication Skills Online Course – TCS iON
- Overview of Securities Market and Latest Developments – BSE, IPF

ACHIEVEMENTS

- Top Sales Achiever of the Month (03-2024) – Turbolux Paints Pvt Ltd
- Employee of the Month (02-2018) – Sindur Textile, Kalpetta
- Second Runner-up – Mac War (Marketing Fest) conducted by Lead College of Management

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Dubai, UAE

EDUCATION

MASTER OF BUSINESS ADMINISTRATION (MBA)

Marketing & finance Calicut University, Lead College of Management

2020 - 2022

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Marketing Management Calicut University, Oriental School of Hotel Management

2016 - 2019

KEY SKILLS

- Market Research & Analysis
- Digital Marketing & SEO
- Sales & Business Development
- Customer Relationship Management
- Brand Positioning & Awareness
- Lead Generation & Conversion
- Marketing Strategy & Planning
- Negotiation & Persuasion
- Data-Driven Decision Making
- Product Promotion & Merchandising

LANGUAGES

- English
- Tamil
- Malayalam

PERSONAL DETAILS

- DOB: 24/11/1998
- Nationality: Indian