

## KRISHNA KUMAR

PO Box:3638, Abu Dhabi, United Arab Emirates

☎ (+971 58) 9500416

✉ krishnambiar@yahoo.com



### EXECUTIVE PROFILE

An effective, natural communicator with specialized skills in marketing and customer management developed with a customer-focused industry. Dynamic and active with an independent disposition to resolve issues under extreme pressure whilst ensuring complete customer satisfaction and team efforts.

### CAREER ASPIRATION

To seek a challenging position as a specialist with an organization that has vision and potentials for development, growth and expansion and at the same time maintain a high standard of performance and business ethics.

### PERSONAL ATTRIBUTES

- Applies wealth of knowledge and experience to deliver amicable solutions in the field of marketing and customer service.
- Driven to succeed, energetic and confident to achieve operational excellence.
- Strong team player who maintains a high level of work ethics and personal integrity.
- Flexible and adaptable personality and superior ability to build rapport with customers.
- Effective presentation and interaction skills to educate and captivate the listeners.
- Ability to prioritize and work under pressure.

### CORE BUSINESS COMPETENCIES

- |                   |                    |                                    |
|-------------------|--------------------|------------------------------------|
| ⇒ Marketing       | ⇒ Customer Service | ⇒ Key Account Management           |
| ⇒ Event Managment | ⇒ Branding         | ⇒ Customer Relationship Management |

## **EMPLOYMENT HISTORY**

### **Abu Dhabi Media-Partnership and Events-Specialist 2015 to date**

- setting up the company stands at the venue as requested by ED Marketing (break down, dismantle and deploying the stands back to the store)
- liaising with various brand owners in the Organization in regard to the event and seeking approval on logo placements.
- Availing prior approval from ED Marketing on, event stand, stand design, sponsorships (External Events), logo placements and art work etc
- Liaising with commercial team on commercial adds if needed from the event organizer (Radio, Tv and Publication Adds)
- Coordinate and track all sponsorship, partnership activities, and ensure that communications flow is managed correctly
- Reaching out to the brand owners to check on the interest of their affiliations in partnering, sponsoring etc towards the all the events
- Creating RFP, RFQ according to the organization requirement (Stands, Branding, giveaways & Miscellaneous)
- Following with procurement and finance department on various tasks
- Submitting the sponsorship event proposals to commercial team to connect with the organizer.
- Creating and managing events calendar and managing event budgets.
- Liaise with Government relation department regarding various Govt and private events on paid or barter Media coverage
- Site selection-visiting the site to check on the prime locations, meeting and coordinating with organizer on various aspects
- Preparing event material like name badges, branded gifts and food menus at the venue
- Coordinating logistical elements from central stores, in terms of deploying and collections
- Organizing marketing materials and coordinating with communication department on various events
- Following with creative team for certain art works and submit it to the event organizer after ED approvals
- Processing payments and invoices and creating completion certificate acknowledged by ED M&C
- Engaging with vendors, suppliers etc to work on certain events and awarding them accordingly with ED Marketing approvals
- Checking on the quality of the stands which is been built by the supplier and report accordingly
- Working on in-house internal event as requested by the Management (various activation etc)
- Working on Mall Activations as requested by Management (Activation consisting Promoters with Pop etc)
- Working on internal branding changes inside ADM premises availing ED Marketing approvals on various activities
- Assigning promoters on the stand with training for various events
- Post-event reporting.

## **ETISALAT, Electra Street Branch, Abu Dhabi Trade Marketing-Officer 2007 -2015**

- Reporting to Trade Marketing Manager. Predominantly, accountable for creating brand awareness, proper product positioning, handling on-going promotions and branding at key retailers and Etisalat Outlets
- Building strong market share with key retailers by maximizing corporate branding visibility and availability.
- Accountable for proper placing of Etisalat pos and branding in various Key retail stores, Etisalat outlets and institutions. (Adnoc, Jumbo, Carrefour, Sharaf dg, Virgin mega store Etc. )
- Gathering continuous intelligence on brand performance, customer and retailer attitude etc.
- Initiated product improvements on the basis of competitor's evaluation to meet changing market needs.
- Effectively coordinating with the mall management in order to gain approval for exhibiting for branding and advertising material in the Etisalat Retails and Etisalat sales outlets.
- Managing inventories of Etisalat products and services at various retail and Etisalat outlets.
- Conducting on-job trainings in relation to product knowledge and on-going promotions for the key retailer's staff.
- Coordinating and awarding various agencies to carry our branding work at Key retail outlets Etisalat outlets and business centers.
- Identify and develop necessary POS tools to increase brand presence, market share and improve Key retail branding
- Create and maintain calendar of activities working with Marketing Manager
- Supports Trade Marketing Manager in the development of various marketing materials for the field sales force (i.e. training manuals, sales brochures, etc.)
- Update branding ideas to the Trade Marketing Manager at retail stores which have high foot fall.
- Managing the Marketing stores through the merchandise team on daily activities of the pos deployment to Key Retail and Etisalat Outlets
- Updating the Merchandise team on all the Etisalat Promos and new services
- Managing the branding via agency of Etisalat outlets in the Mall and Etisalat Business centers
- Managing the POS Printing according to the budget provided by the Trade Marketing Manager
- Ensure that the objectives in terms of visibility, margin and quality were achieved at Abu Dhabi territory
- Updating the Management with any new Key retail stores opening to acquire more branding ideas and to generate business.
- Reporting to the Retail Manager on any complaints received on Etisalat recharge machines and sim cards etc.

## **Aditya Birla Group (BPO), Bangalore, India**

### **Team Leader**

**April'06 – April'07**

- Interacted with customers and provided help, assistance and being continual source of information to inbound calls from US Washington Mutual Bank for all the queries and complaints regarding Credit Cards.
- Monitoring queue and call volume real time to ensure appropriate metrics are met daily.
- Monitoring and auditing the calls along with the Quality Team Leader.
- Ensured service levels are satisfied by leading floor management and workflow distribution.
- Conducting basic training programmes for new comers i.e. Orientation, Customer Service Skills, Telephone Handling Skills and Bank products and services etc.
- Dealt swiftly, efficiently and sensitively to customer complaints and ensuring complete customer

**Travel Guru, Bangalore, India****Customer Care Officer****Sept.'05 – April'06**

- Organized and controlled the corporate client's requirements thereby ensuring achievement of the objectives and directives of the department.
- Promoted and responsible for the sales of the complete range of hotel booking and cruise packages and all other available products in the market ensuring they receive maximum exposure in the corporate environment.
- Achieved sales targets by implementing pre-designed strategies and exploiting all business opportunities.
- Achieved high levels of customer satisfaction by consistently meeting the set service delivery standards.
- Responsible for taking immediate actions to all-special customer requirements and requests.
- Attended ongoing training to stay abreast of products, services and policy changes.

---

**ACADEMIC CREDENTIALS**

- Bachelor of Business Administration (B.B.A.) Shridhar University, India
- Industrial Training-College-Mysore-India
- (SSLC) from St. Joseph High School, India

---

**INTERNSHIP/PRACTICAL TRAINING**

- Completed **Internship from Choice Hotels International Group**, Mysore (Recognized by Government of Karnataka,India ).

Languages Known

English, Hindi, Tamil, Kannada.

Computer Skills

Fully proficient with MS-Office suite and Internet

---

**REFERENCES**

- |  |   |
|--|---|
| ● Mr. Boniface Kundu Lurare<br>Manager-Key Accounts/Marketing<br>Etisalat, Abu Dhabi<br>☎ (+971 50) 688 8297 / 02-6163240<br>✉ blurare@etisalat.ae | ● Mr. Ajay Phatak<br>Senior Manager Elife-UAE<br>Etisalat, Abu Dhabi<br>☎ (+971 50) 1428655 / 04-3717828<br>✉ aphatak@etisalat.ae |
|--|---|