

Head Marketing Sales And Training Resume Sample www.timesresumes.com

Name & Personal Details of clients are not included for Anonymity

Address: xx

Mobile: xxxxxxxxxxxxxx email: xxxxxxxxxxxx@yahoo.com

Multilingual, Multicultural, Accomplishment Driven Marketing & Sales Leader with over 9 years experience and international exposure in new business and market development. Strong leadership and motivational skills; proven ability to quickly build rapport, establish trust, train and motivate people of all levels. Recognized for professionalism, positive mental attitude, commitment to excellence, and demonstrated ability to communicate and interact effectively with senior management, associates, and customers. Big-picture focus on company goals has produced increased efficiencies in marketing and sales. **Pursuing** new career challenges in a Leadership role as **Consultant / GM, Sr Manager (sales and marketing)**.

KEY AREAS OF EXPERTISE

Over 9 years of cross-cultural Corporate experience in Print and Outdoor Marketing, Advertising, Brand Development, New Product Development, Luxury Management, Luxury Marketing, Business Development, Relationship Management, Consulting, Contract Negotiations, Event organization & Management, Project & Team Management & Restaurant Management.

Over 8 years of Recruitment / Training / Skill Development experience in Grooming Professionals, company staff & students in Business Etiquette, Leadership Training, Social Etiquette, Cross-Culture sensitization, Counseling, Group Discussion / Interview Preparations, Styling Dining & Wining Etiquette. Strong Industry connects.

International Exposure: Travelled extensively for Business to USA, Canada, U.K., France, Seychelles, Hong Kong, Singapore, Malaysia, Thailand, Sri Lanka and all parts of India.

Language skills: English, Hindi, Urdu, Punjabi & French (Limited Working Proficiency).

IT skills:

Application Software: SPSS, Tally, RDBMS I and II

Languages: C, C++, Visual Basic, Pascal, Oracle, Java, and SQL

PROFESSIONAL WORK EXPERIENCE

XYZ Co., India

Sept 11 to present

General Manager Marketing & Sales

- **The company** is one of the top brands in the Real Estate Consulting industry in India, having expertise in the field of residential and commercial selling, home loans and customer's relationship management. Its offices are located in 21 cities in India as well Dubai, Singapore, Jakarta, Japan, USA and UK.
- **Lead and manage** the functions of a sales team consisting of 17 subordinates including 1Sr. Manager, 1Manager, 1 Asst Manager, 1 Sr. Business Developer 1Business Developer, Customer Relationship Managers, Account Manager, Coordinator, etc. Report directly to the Director (Marketing & Sales).
- **Directly accountable** for Annual Marketing Budget of 7.2 CR.
- **Launched and oversaw** several marketing campaigns like an HNI meet at Hotel holiday Inn Mayur Vihar for Mahagun Elite Projects. Bi-Weekly Marketing events at Radisson Noida and Gurgaon etc. with exceptional results.
- **Organized** High Value events like High Tea, Investors Meet etc. at IOC Facilities, Defense Services & Clubs, Hotels & Corporate clients.
- **Recruited** 3 Sr. Managers, 3 Managers, 2 Asst Managers, 2 Sr. Business Developers, 4 Business Developers, 1 Customer Relationship Manager, 1 Account Manager & 1 Co-coordinator for the marketing and sales team.
- **Conducted** Trainings for the premier club and the entire Team of 110 employees on Soft Skills, Negotiation Skills, Sales related queries, Dressing, Communication Skills, Client servicing etc.

Achievements

- **Generated** INR Rs 31 crores (total) through various marketing campaigns like "ABC Campaign" that successfully

resulted in sale of 7700 sq yards of Prime Plot to the MD of “XYZ Ltd.”

- **Added** Key Corporate accounts like IOC, Defense Services, IAS Officers, NRIs, Educationalists & Industrialists plus 13 Channel partners & 18 Sub brokers resulting in additional sales of INR 31 crores to the organization.
- **Proposed & Implemented** Soft Skills training and Cross Cultural Sensitization enabling the team to target NRIs.
- Implemented “**Sales tracker system**” (Oracle based software) with effective lead management, resulting in 40 % additional sales in a span of 1 year.

Awards:

- **Received** 25% enhanced monthly remuneration by the Management in lieu of over achievement of annual Marketing & Sales targets by 130%.
- “**Rain Maker Award**” for the highest monthly revenue of INR 80 lakhs (in a month), generated in the Premier Category, with a small team of 5 members.
- **Awarded** for “**Highest number of Units sold**” in the Premier category (3 premier units sold individually).
- **Rewarded with 3 iPads**, as incentive for sales of 3 Units of a prestigious project.

MNO Industries Ltd., India
Marketing Head (India)

June 10 to Aug 11

- **The company** is the second largest manufacturer of Upholstery Leather and Largest Manufacturer of Safety Footwear in the world. The company also manufactures Luxury Furniture, Equestrian Products and develops exclusive Real Estate.
- **Led and managed** the functions of a sales team consisting of 14 subordinates including Manager Sales, Manager Marketing (Delhi NCR), Purchase Manager, Logistics Manager, Manager Manufacturing & Quality Inspector for Marketing Luxury Real Estate Projects in Europe & Americas, along with Furniture & Upholstery Leather Verticals. Reported directly to the Director of the company.
- **Recruited** 6 channel partners for Furniture & 1 for Leather. Conducted marketing exercises for its Real Estate Assets.
- **Recruited** 8 new employees and **conducted trainings** for sales, soft skills and Cross Cultural Sensitization along with Client Servicing for the entire team.

Achievements:

- **Won a contract** worth INR 2 crores with Crown Plaza Hotel, Rithala, to provide furniture and upholstery leather.
- **Oversaw** all operations for several projects in a 7-week marketing and promotional tour to USA, Canada & Europe leading to profits worth over INR 13 crores.
- **Instrumental** in securing an exclusive contract from France Home Design (France).
- **Successfully** negotiated a deal for lease of commercial / retail space at Mega mall with Trent (Tata) Retail.

UYW Ltd., India
Entrepreneur / Partner

Jan 09 to May 10

- **Contracted** to start Wrap Ville QSR at 26 outlets operational at Pune & PCMC
- **Established & operated** the first outlet at Aundh & achieved Break Even within 7 months.
- **Recruited** The Sous Chef, Commy Chefs, Marketing & Branding Managers, Service Staff, Support staff.
- **Managed** the team responsible for penetration & expansion of Wrap Ville as a Spanish food brand & Overseeing franchisee Distribution of Wrap Ville within Spencer’s outlets & private owners.
- **Oversaw** all functions, from Registration to Licensing, Vendor Management, Inventory Management, Quality Control, Branding, Marketing, Naming the Project, Deciding the Menu, Advertising, PR and launching the Brand.
- **Developed** effective business strategy ensuring smooth running of business. Managing Inventories & Accounting.
- **Designed** the Marketing & Advertising strategy & finalized strategic tie-up with home delivery service providers.
- **Monitored** day-to-day progress of the outlets, daily operations, managing the quality of ingredients, maintaining healthy supply and guaranteeing hygiene standards, as well as conducting staff training and development sessions.
- **Successfully** sold the profitable venture to Spencer Retail Ltd.

Senior Manager Marketing & Administration

- **The company** specializes in Island development. Eden Islands was one such Luxury project that EME had commenced, apart from Carrefour as well as Le Meridien in Seychelles.
- **Led and managed** the functions of 36 subordinates including Marketing Managers, Sales Managers, Purchase Manager, Finance Manager, Facilities Manager, Store Manager as well as host of support staff. Reported to the MD.
- **Managed** the start up operations in Seychelles, almost everything from scratch. Huge opportunity to learn and grow.
- **Accountable** for budgets ranging from USD 4000 to USD 54000 per event.
- **Recruited and trained** around 25 new employees on Behavioral Management and Conditioning of Expats.
- **Assisted** the Managing Director & the General Manager, in setting up the systems, registering with the various government organizations, like Income Tax department, Labor Department etc.

Achievements:

- **Devised** a marketing plan to market the property in UAE and successfully sold 4 Villas (@ USD 4 million+ each) in the first drive. Each Villa included a Private beach, a yacht with a chopper parking.
- **Achieved** sales of over USD 30 Million in a span of 2 Years

Consultant – Corporate Training

2004 to present

- **Lead and direct** the corporate training team responsible for grooming professionals & students pan India.
 - Corporates – (Bluestone, Icon Designs, Rahman Industries Ltd, Spencer’s Retail, PARSEC Loans etc.)
 - Institutes (Dr. Virendra Swaroop Management Institute, Singhania Institute, Rama Dental College etc.)
 - Schools (Sheiling House, Swaraj India International, DPS Kanpur etc.)
- **Major Training Modules** include Business etiquette, Social etiquette, Dining & Wining Etiquette, Cross-Cultural Sensitization, Anti-Racism Awareness advertising, planning and execution of programs; providing inputs on the Training strategy, policies and major issue resolutions.
- **Implemented** policies & procedures, developed new training modules & documentation for the product.

Achievements:

- **Instrumental** in securing exclusive contracts from Leather/Accessories importers of Turkish Business Association.
- **Successfully** conducted grooming sessions for Junior Chambers of Commerce & Industries (JCI) & several other Corporates & Institutes
- **Finalised** & delivered the training for grooming students of DPS schools across U.P.
- **Imparted** Interview trainings (including Group discussions) to C.A.T. aspirants in Career Launcher

PREVIOUS WORK EXPERIENCE

Acquisition Manager - ABC Bank, India

Jan 05 to Dec 06

Manager Marketing - XYZ Trading Company, India

June 04 to Dec 04

PROFESSIONAL QUALIFICATIONS

PGDBM (Marketing and International Business) - Institute for Integrated Learning in Management (1st Division) - 2007

BCA – ABC University (1st division) - 2004**PROFESSIONAL TRAININGS ATTENDED**

- **Business Grooming & Finesse** by **Pria Warrick**, A corporate Trainer of international repute, graduate of Ecole Swiss Finishing School (Switzerland) and conducts workshops all over the world.
- **Team Building** Workshop at **T.E.R.I.** by **Mr. W. Aubury**. Head corporate trainer of Tata’s
- **Leadership Training** by **Brig. (Retd.) Ashwani Kumar** of **MaFoi Academy**

References:

Available on request