**MOHAMMED MUNEERUDDIN.**

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# CAREER OBJECTIVE:

# Seeking Career in the profile of Marketing&Communication, Brand management, Business Development, Events & Promotions with a reputed organization and be part of the organization in a responsible and challenging position which gives me the scope to apply my skills and strength in the field of Marketing Management, Team leadership and to involve as a part of the team that dynamically works towards the growth of the organization.

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# CORE COMPETENCIES:

Business & Cross Promotional Alliances, Brand Management, Brand Launches, Business Development, Strategy Planning, Event Management, Marketing Communication, Campaign Conceptualization, Agency Coordination, Digital Marketing.

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**SYNOPSIS:**

* A competent professional around **13 yearsof** experience in **the field of Marketing, Business Development**. **Brand Management, Operations, PR Communications, Event Management, Digital Marketing.**
* Experience in implementing innovative marketing programs/ plan to enhance brand visibility & escalating brand visibility.
* Possess leadership skills and the ability to delegate tasks & duties to staff, good communication, listening and customer service skills.
* Exposure in managing channels in order to derive the required market share, revenue & Profit of the organization.
* Gained experience in implementation of marketing and sales promotion plans for new business generation.
* Nimble at developing & maintaining an exciting & appealing visual environment for the stores.

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# PROFESSIONAL EXPERIENCE:

7) Working in Meghavi Wellness Pvt Ltd (Known as Meghavi Wellness Spa ) as a Deputy Marketing Manager

**Tenure: Nov 2021 to Till Date**

**Key Responsibilities:**

* Brand Management
* In-store Branding
* Marketing Management
* ATL/BTL promotions
* Develop and implement comprehensive internal and external marketing and communication strategies aligned with the organization's objectives.
* Oversee complete execution of planned campaign right from material development to on ground coordination.
* Coordinating with Ad Agency for all kind of creatives and collaterals
* Manage relationship with mar-comm agencies.
* Prepare and manage marketing plans and budgets.
* Develop marketing initiative to expand the customer base and optimize sales.
* Coordinating with all Marketing and PR agencies.
* Vendor Management

**6) A.** Working as a **Freelancer**(Business Development) for **Pay Seva Digital**(Multi Recharge App).

**Tenure: September 2020 to November 2021**

**Job Description:**

* Be part a team to develop, advise & suggest Mobile applications.
* Appointing Distributors.
* Taking care of Call Centre activities.

**B.** Working as a **Freelancer** (Sales) in Rainbow Realtors &Agro Farms

**Tenure: September 2020 to Till Date.**

**C.** Working as a **Freelancer** (Sales) in Hare Krishna Digitals

**Tenure: September 2020 to Till Date.**

**5)** Worked as a **Sr.Manager-Marketing & Business Development** in **NOVA ENT HOSPITAL**, Hyderabad

**Tenure:August 2018 to July 2020.**

# HOSPITAL PROFILE:

Nova ENT Hospital, with over two decades of experience, continues to serve with its dedicated approach, ethical practices, and excellent outcomes. Nova ENT has earned a reputation as the **most trusted and the best tertiary care ENT Hospital** in the city. This super specialty hospital provides expert care for Head & Neck related matters with its state of the art facilities all under one roof.

**Salient Features:**

* 4-Storey Hospital Building
* 50 Bedded Hospital
* 3 Modular Operation Theatres
* Exclusive ICU and Post-Operative Care

**JOB PROFILE:**

* Responsible for **Marketing**, **Business Development Brand** Management, **Digit**al Marketing.
* Design and Implement Comprehensive Marketing strategies to create awareness of the company’s Business Activities.
* Handling & Guiding Trade Marketing
* Organizing & Execution of ENT Check up camps in Corporates,Senior Citizen Clubs, Gated Communities.
* Getting Tie-Up’s with Corporates, Gated Communities, Institutions, Associations, Re-creation clubs and IT Forums.
* Increase Brand awareness and Brand reputation, guiding and having input into all creative briefs for all internal and external communications across offline and online media.
* Handling all ATL, BTL Activities & Digital Marketing.
* Responsible for producing valuable content for the companies’ online presence, editorial design and organizing the companys publications.
* Taking Care of the Creative’s with the help of Internal Graphic Design Team, working and developing the concepts.
* Content Creation and Website development and Management.
* Getting content for units for website, brochures, videos, blogs, vlogs, posts etc
* Developing and designing Marketing collaterals.
* Vendor Management.
* Visiting to Corporates & Insurance / TPA’s Companies in regular basis to improve Credit Business.
* Field connects to Insurance/ TPA’s/Corporate/Institutions/IT Forums in a regular visit to improve Credit business.
* Accountable for Business Development, Marketing and revenue generation from Corporates, Communities..
* Organizing promotional campaigns within budgetary allocations.
* Preparation of Business analysis report for presenting to top management.

**4)**Workedfor **ARYABATTA TECNO Solution**as a **Business Development Manager,** Hyderabad.

**Tenure: August2017 to July 2018.**

# COMPANY PROFILE:

It’s a startup up company, dealing with services like RFID cards for students, GPS bus tracker devices for schools and colleges, ERP software for schools, BULK SMS etc.

**JOB PROFILE:**

* Responsible for business of Hyderabad&Warangal.
* Preparing presentations and proposals to communicate to educational institutions.
* Approaching schools and colleges to generate the business
* Lead generation for sales.
* Services installation and implementation.
* Taking care of post sales services.

# 3)Worked for ANOOS ELECTROLYSIS & OBESITY PVT LTD as a Marketing Manager.

# Tenure: JAN 2016 to JUNE 2017.

# COMPANY PROFILE:

**Anoo’s Electrolysis & Obesity (P) Ltd** was founded in the year 1982, Hyderabad based Anoo's is one of the country’s oldest name in Clinical and Salon Services for men and women. Initially developed as a family venture, the company has today grown into a full-fledged professional set up with presence in ANDHRA PRADESH, TELANGANA, TAMILNADU, KARNATAKA&USA WITH 33 branches, and has a current work force of more than 450 professionally trained aestheticians and technicians.

 Anoo’s also manufactures and exports herbal products for skin and hair. Anoo’s herbal products like henna, hair care and hair oil and face packs in the skin care segment are marketed in India and the USA currently. All Anoo's products have been tested and approved by Department of Ayurvedic Medicine, India.

**JOB PROFILE:**

* Looking after 33 branches, 17 company owned and 16 franchise centers of Telangana, Andhra Pradesh, Karnataka, and Tamilnadu.
* Responsible for planning of the following.
* Responsible for end to end **Marketing**,**Brand** Management, **Business Development**, **Brand** Activation, TVC's, **Brand** Communication, Coordination with **Digital Marketing** agencies**Media** Planning & Management, Consumer Insight and Market Intelligence etc.
* Coordinating and communicating with creative add agency for preparing various creative’s &artworks like gift vouchers, posters, catalogues and brouchers etc.
* Store specific activities for increasing foot falls & sales.
* Spearheading a team of 5 area managers & 18 Centre Managers.
* Offers to increase average bill values & in-store conversion.
* Handling activities related to BTL, ATL( Radio Ads, print ad, Outdoor Planning,TVC etc.),Digital Marketing.
* Sending out the plan and pushing branches to conduct wellness camps, seminars/workshops in colleges, corporate, IT companies, etc.
* Planning and executing voucher tie ups with retail outlets, corporates, etc
* In-centre branding, coordinating POP maintenance inside the centers.
* Executing BTL activities across all branches in close association with Area Managers and center heads such as corporate events, exhibitions, apartment activities, mobile van campaigns, etc.
* Developing coordination with vendors for branding of new & existing centers.
* Developing & maintaining relationship with Retailers, schools, hypermarkets, departmental stores, etc. to do cross promotional tie-ups.
* Formulating quarterly marketing plan for the region.
* Organizing events at colleges and participate in college fest to promote various services.
* Carrying out ideation & cost benefit analysis of marketing activities.
* Liaising with Center Heads for monitoring offers & activities.
* Coordinated with Digital Marketing agency for all kind of campaign and doing analysis of their performance and ROI.

**KEY ACHIEVEMENTS:**

* Successfully Launched 7 new franchise branches across south india.’
* Successfully executed new brand logo communication across all digital marketing tools.
* Successfully executed campaigns like, Valentine’s day, Annual Beauty Bonanza.
* Executed the World Obesity Day campaign in most of the stores.
* Did alliance tie ups with Indian Oil, Vodafone, Max, and Shoppers Stop.
* Associate with agencies like BIG CITY, UPTO75.com to generate footfalls and business.
* Associated with Value Labs, HCL, Infotech, and ICICI Banks for promotingAnoos services.
* Organized health camps in corporate like HCL, InfoTech, Value Labs, Hitachi Consulting, Dell, Sierra Atlantic and 30 Residential welfare associations of Hyderabad.
* Associated with the biggest retail industries like Life Style, Shoppers Stop, Pantaloons, Hyderabad Central (Future group), and Reliance Digital by doing promotional campaigns and by giving exclusive offers to their customers.

# 2)Worked for Labelle Body Care Private Ltd as aMarketing Manager, Hyderabad,AP,Bangalore&Chennai.

# Tenure: OCTOBER 2008 to JANUARY 2016.

**COMPANY PROFILE:** Labelle is known for weight loss solutions, salon, skin & hair clinic having presence in 13 locations ie;Hyderabad, Vijayawada, Vizag,Chennai&Banglore.

**JOB PROFILE:**

* Looking after 13 centers of Hyderbad, Vijayawada,Vizag, Banglore&Chennai.
* Providing assistance in achieving financial targets for the year for the Region via different promotional and Marketing activities Demonstrated efficiency in developing corporate tie-ups for continuous revenue generation and adding to the top-line and bottom-line of the company.
* Conceptualizing and implementing sales promotional activities as a part of market development and brand building effort.
* Coordinating and communicating with creative add agency for preparing various creative’s &artworks like gift vouchers, posters, catalogues and brouchers etc.
* Coordinating for all digital marketing campaigns with the help of Labelle’s sister company.
* Allocation of marketing budget and planning for all digital marketing campaigns.
* Responsible for planning public relations programs by identifying the most important audiences, and decide what to communicate to them and the best mediums to use in coordination with the Corporate PR Department.
* Conduct competitor analysis to get a fair idea of the latest market trends and the competitor moves ahead to achieve market share metrics.
* Established healthy business relations with clients & external associates for securing repeat business &long term customer loyalty and worked towards solving their queries and complaints efficiently.
* Develop and drive marketing communications through market requirements, product (Project) and Project positioning & collaborating with product team to ensure that marketing plans are synced with project releases.
* Organizing promotional campaigns within budgetary allocations.
* Co coordinating various promotional activities zone wise with all the centers.
* Planning entire print, outdoor media & other promotional mediums for Hyderabad, Banglore&Chennai.
* Designing marketing calendar for the respective zones for every quarter year.
* Pivotal in creating brand including logo designing, collaterals, planning & managing all brand communications and also created brand manuals to ensure standardization of communication.
* Created a Feedback mechanism through online, e mail, telephonic, centre level CSD to complete customer satisfaction.
* Training, education and assistance to the sales force and customers.
* Market analysis (Pre-Marketing, Marketing and Post-Marketing).

**KEY ACHIEVEMENTS:**

* Successfully launched branches of GachiBowli,Ameerpet,AS Rao Nagar(Hyderabad),Vijayawada, Vizag,Chennaiand Banglore,handled marketing campaigns of new stores with allocated budget.
* Successfully coordinated for new tv programme shoot related to weight loss, skin treatment and hair treatments.
* Successfully executed the campaign called “Reverse your ageing clock “.
* Successfully coordinated inhouse campaigns (monthly two campaigns).
* Associated with Ranjeeth Movies and be part of the Telegu movie called “ALAMODALAINDI” for in film promotion.
* Successfully launched Labelle’s Low Calorie Cookery DVD with the name of “Low Cal Kitchen”, for the customers of Labelle.
* Associated with the biggest retail industries like Shoppers Stop, Pantaloons, Home Town, Life Style, Hyderabad Central (Future group) by doing many promotional campaigns and by giving exclusive offers to their customers.
* Got the tie-ups with MNC’ like HCL, WIPRO, Hitachi Consulting, MOTOROLA, CMC, Virtusa Software, Excensys,Tech Mahindra, Value labs, Tidal IT park(Chennai),conducted various wellness camps.
* Associated with telecom sectors like Tata Internet Services Ltd, UNINOR, VODAFONE, TATA DOCOMO and Reliance communications..
* Associated with third party agencies like BIG CITY Promotions, MY Rewards, Loyalty Rewardz Management (P) Ltd (of State Bank), Leap Loyalty solutions, E-MEDITEK (TPA) Services (P) LTD, India is Saving, Omantra and Student Card.
* Associated with Deccan Chargers (IPL Hyderabad team).
* Associated with super markets like More, Heritage, Spar (Auchan).
* Associated with online e-commerce websites like snapdeal,timesdeal and dealivore .
* Did a campaign with 100 outlets of Indian oil-Hyderabad, by giving the exclusive offers to the customers from which the company generated the business of 15 lack rupees and gained 2,000 customers.
* Associated with TATA Communications Internet Services Ltd by giving our offer to their 50 Thousand customers. From which the company generated the business of 20 lack rupees and gained 2000 customers.
* Associated with the Reliance Communications by giving our offer to their 1.5 lacks post paid customers from which the company generated the business of 30 lack rupees and gained 6,000 customers.
* Associated with Sodexo, by giving the offer on sodexo coupon booklet having 1 lack quantity by giving the exclusive offers to the customers from which the company generated the business of 35 lack rupees and gained 5000 customers.

**1)** Worked for **SUZLON Infrastructure Services Ltd**, as a **Marketing Executive**, Hyderabad.

# Tenure: March 2007 – October 2008.

**COMPANY PROFILE:**

The SuzlonGroup is one of the world's leading wind turbine manufactures providing profitable wind energy solutions.

**JOB PROFILE:**

* Market Surveillance, Customer support, Specification selling, Marketing and sales of Suzlon wind power park concept, to the corporate companies of Andhra Pradesh and high net worth individuals who fall in the high income tax bracket as Government of India has given special benefits for the companies investing in wind power projects such as Accelerated depreciation and 10 years Income Tax holiday.
* Explaining financial benefits of the project.
* Coordinating to Sr.Manager close the order.
* Helping the Resource Mobilization team on documentation.
* Regularly following the prospects customers.
* Follow up with the existing customers regarding payments, C-forms, TDS-forms.
* Maintain customer relationship and putting efforts in promoting business.
* Preparing proposals/ Quotations Internal Orders etc.

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**EDUCATION:**

* MBA from University Arts &Science College, Kakatiya University, Warangal with Marketing specialization from 2004-2006.
* B.Sc. from A.V.V.Degree College, kakatiya university, Warangal from 2000-2003.

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**PERSONAL DETAILS:**

Father’s Name : MD.KUTHUBUDDIN.

Date of Birth : 14th August 1981.

Nationality : Indian.

Religion : Islam.

Languages Known : Telugu, Hindi &English.(Can Read & Write)

Gender : Male.

Marital Status : Married.

IT Skills : Well versed with Windows, MS Office, and Internet Applications.

Languages Known **:** English, Telugu & Hindi.

Address (permanent) : H.No:3-31.Dammaiguda,Keesara,R.R.Dist,Hyderabad-500083.

Address ( Present) : Plot No.42,Jyothi Colony,Karkhana ,Secunderabad.

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Yours Sincerely,

**MOHAMMED MUNEERUDDIN.**