



VARUNKUMAR K M

Marketing Specialist

With extensive experience, I have developed and implemented effective marketing strategies that drive company objectives and significantly enhance revenue growth. Proficient in managing marketing budgets and analysing regional market trends, I ensure maximum ROI and heightened customer engagement.

WORK EXPERIENCE

Ezy Colour customer Associate | Aug 01 2020 to Feb 15 2022

Asianpaints

- Assisted customers in selecting suitable paint colors and finishes through Ezy colour service, ensuring personalized recommendations based on their preferences and requirements.
- Collaborated closely with customers to understand their specific needs, addressing queries and concerns promptly to enhance satisfaction and loyalty.
- Utilized Asian Paints proprietary tools and technologies to demonstrate colour simulations and visualizations, enabling customers to make informed decisions.
- Achieved high customer satisfaction scores through effective communication, product knowledge, and attentive service delivery.
- Contributed to achieving sales targets by promoting additional products and services aligned with customers' preferences and project requirements.

Key Achievements:

- Successfully resolved customer complaints, leading to a 20% improvement in customer retention.
- Recognized for consistently exceeding monthly sales targets, averaging a 30% increase in revenue.

Software engineer | Aug 08 2022 to Present

Capgemini India private limited

- Provided technical support and assistance to clients/customers regarding [specific software product/service], ensuring timely resolution of issues and inquiries.
- Diagnosed and troubleshooted software problems related to installation, configuration, and usage, utilizing [tools or platforms] to effectively identify root causes and implement solutions.
- Conducted training sessions and created documentation for clients/customers to facilitate self-service support and promote best practices in software usage.
- Recognized for exceptional customer feedback and received [award or recognition] for outstanding customer support.

EDUCATION

Bachelor of Engineering (BE) in Mechanical Engineering

Mysuru royal institute of technology (MRIT) Mysore, Karnataka, 2016 - 2019

CONTACT



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Bangalore

SKILLS

- Market research and Analysis
- Competitive Analysis
- Customer Segmentation
- Pricing Strategy
- Go-to-Market Planning
- Team management
- Technology solutions
- Quality Control & Standards
- Troubleshooting
- System Administration
- Analytical Thinking
- Time management
- Problem-solving skills
- Projects and contribution
- Technology Solutions
- Campaign Execution
- Customer Focus
- Learning Agility

LANGUAGES

- English: Fluent
- Kannada: Native
- Telugu: Proficient (Manage)
- Hindi: Proficient (Manage)