

KIRAN ANTONY

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PROFESSIONAL SUMMARY

Motivated and service-driven professional with over 3 years of experience in customer service and retail operations, currently pursuing an MBA in Marketing and Logistics alongside completing the IATA course (2023–2025), specializing in airport operations and travel services. Passionate about delivering exceptional customer experiences in dynamic, fast-paced environments. Strong communication skills, adaptability, and a keen eye for operational efficiency make me a strong candidate for airport-based roles.

KEY SKILLS

- **Airport & Travel Operations:** Passenger handling, safety procedures (from IATA course)
- **Customer Service:** Personalized support, conflict resolution, CRM tools
- **Retail & Sales:** POS systems, inventory management, sports retail expertise
- **Marketing & Branding:** Local campaigns, brand promotion, digital tools
- **Technical:** MS Office, SAP, Google Analytics, Excel
- **Soft Skills:** Communication, adaptability, problem-solving, team collaboration

PROFESSIONAL EXPERIENCE

Retail & Marketing Specialist

Sports Castle, Vadakkencherry, Palakkad

Sep 2021 – Present

- Oversaw end-to-end retail operations and managed inventory for sports equipment.
- Delivered personalized customer service, with a focus on badminton stringing and consultations.
- Spearheaded Cozmio brand promotions, leading to a 25% increase in sales and 45% rise in brand visibility.
- Developed an e-commerce portal and initiated school tie-ups for outreach.

Marketing Executive

UBS Villa, Palakkad

Apr 2018 – May 2021

- Boosted product sales by 30% through targeted promotions and CRM engagement.
- Enhanced customer satisfaction by 20% using data-driven feedback systems and SAP tools.

CERTIFICATIONS

- **IATA Course in Airport Management** – 2023–2025
- **IBM Data Analyst Professional Certificate** – 2024
- **Advanced Excel for Executives** – 2024

ACADEMIC BACKGROUND

MBA in Marketing and Logistics

VLB Janakiammal College of Arts & Science, Bharathiar University – 2023–2025

B.Com in Computer Applications

Don Bosco College, Mannuthy, Calicut University – 2015–2018

PROJECTS & RESEARCH

- **Study on Elevating Nivia's Global Recognition**
SWOT analysis, rural marketing strategies, and brand positioning techniques.
- **E-Commerce in Kannur South**
Researched customer experience optimization via supply chain and digital platforms.