

## **CAREER SUMMARY**

- **An incisive professional with over 7.9 years of experience in Key account management , Service delivery operations, proficient in providing quality sales and services through a multitude of channels.**
- **Multi tasking and prioritizing ability supported by experience in working effectively under time and budgetary**
- **A skilled communicator with exceptional presentation skills, ability to work in multi cultural environment and lead team to the desired targets**
- **PGDM MBA in Marketing And Marketing Communications from School of Communication & Management Studies ,Cochin, Kerala, India.**

### **Core Competencies**

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| <ul style="list-style-type: none"><li>• <b>Relationship Management</b></li><li>• <b>Corporate Sales</b></li><li>• <b>Quantitative Analysis</b></li><li>• <b>Enterprise Agency Management</b></li></ul> | <ul style="list-style-type: none"><li>• <b>Account Management</b></li><li>• <b>Customer Relations</b></li><li>• <b>Executive Presentations</b></li><li>• <b>Corporate Revenue Assurance</b></li></ul> | <ul style="list-style-type: none"><li>• <b>Client Servicing</b></li><li>• <b>CRM Software Operations</b></li><li>• <b>Training &amp; Mentoring</b></li><li>• <b>Operations</b></li></ul> |
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### **Professional Experience:**

<b>Idea Cellular Ltd: Enterprise Relationship Manager of Enterprise Business Unit-Asst Manager Post paid, Service Delivery, Kerala, India</b>	<b>July 2011 to Mar 2015</b>
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- Accountable for Corporate base management.
- Responsible for planning and implementing strategies to enhance revenue contribution from assigned accounts.
- Responsible for Relation, Retention and Collection activities for Large Corporate and SME accounts in the assigned territory.
- Overall management of Enterprise Business Agency which includes imparting regular training for the field team and to ensure that the set standards and targets are met.
- Market intelligence and analysis, report on competition activity and market dynamics to the top management.
- Plan, organize and manage sales and promotional activities.
- Prepare and execute strategies to enhance client relations.
- Manage leads generated from existing accounts to close through Sales team.
- Ensure Billing revenue to be maintained by driving Collection Executives of Enterprise Business Agency
- Meet Upsell targets assigned through team management

<b>Videocon Telecommunications Ltd: Retail Rollout, Operations and Marketing ,Cochin, Kerala – Senior Executive</b>	<b>Jan 2010 to Jul 2011</b>
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- Developed strategic corporate communications, sales and

- marketing plans; devised and executed key strategies for special events and campaigns.
- Planned and executed Store opening. **Successfully rolled out 45 stores (SIS Models) including Franchises across Kerala Circle.**
- Scored consecutively 100% for Store Infra audit.
- Franchisee Management and Vendor Management
- Promotions and Customer Engagement Programs

**Reliance Communications Ltd: Joined as a Management Trainee through Campus Placement and promoted to Relationship Manager - Corporate Wireless Business**

**June 2007 to Dec 2009**

- Handling Corporate Key Accounts, Customer care, Retention and Revenue Assurance for Enterprise Wireless customers
- Handled Data card sales to the assigned Key Corporate Accounts.
- Managing and maintaining long term harmonious Relationship with key decision makers of the assigned corporate/companies

### **Major Achievements:**

- Achieved Churn Management target(<1.5%) during 2014-15 and target(<1.1%) during 2012-13 period
- Consistently managed to be among Top 3 performers during 2013-2014 and 2014-15
- Collection efforts were streamlined to curb Bad debts below 1%
- Won National award for “Best Relationship Manager” for the month of October-08.
- National 3<sup>rd</sup> best Relationship Manager for the Q3 – 2008
- Reduced Churn rate for corporate accounts from 3% to 1.7% for corporate accounts.
- Achieved recognition for Rolling out maximum Retail SIS outlets for the year 2010
- Scored consecutively 100% for Store Infra audit.

### **Education**

- **Bachelor of Engineering in Computer Science from The Rajaas Engineering College, Tamil Nadu 2000-2004**
- **PGDM MBA with dual specialization in Marketing And Marketing Communications from School of Communication & Management Studies 2005-2007**

### **Languages**

Proficient in English, Tamil, Hindi and Malayalam (Both written and spoken)

### **IT SKILLS**

- Working knowledge in Computer (MS Office, CRM Operations ,Telecom Billing systems) .
- Certification in Supply Chain Management (SCM) through SIFY.

**Availability:** Immediate

### **References**

Mr. Andrew Charles- Postpaid Head, Marketing , MTS, Kerala, India Mob: +919142000522  
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