

Latha Velayudhan Nair

Mobile No: +91-7778840945 & +91-9714856568

Email ID: lathavlnair1@gmail.com

Address: Block No: 340/2, Kishan-Nagar, Sector: 26, **Gandhinagar**, Gujarat – 382028



Profile Objective

Managerial Professional (With Total 4 Years Experience)

Marketing Professional (With Total 13 Years Experience)

Be an Ambitious Ideal Team Player of an Esteemed Organization, by handling wide-range of Executive Responsibilities contributing to Efficient Functioning & Growth of an Organization. Being Determined, Organized, Flexible & Confronted Challenges, have build-up the sense of Diligence & Optimism, Essentially towards Work & Life.

Job Experience

- | | |
|--|--------------------------------------|
| ➤ Gokul Agro Resources Limited | Motera, Ahmedabad |
| ➤ Marketing Manager (International Trade) | July 2020 – Currently Working |

The “Gokul Agro Resources Limited”, an Indian MNC, is Led by “The Excellence of Management”. Perfectly being “Customer Centric”, serving the Diversified & Cultured Customers Nationally & Internationally. Expertised in Edible Oil & Non Edible Oil - It's Derivatives, Oleochemicals, Feed & Other Meals, Cereals & Spices etc. Having Vision to be Appreciable Company & Brand Globally.

- ✓ Target the **Prospective Buyers** Worldwide (North & South America, Europe, Africa, Asia & Australia) through Channels i.e. Data Portal, Online Portal, Inquiry Emails & Calls, & References etc.
- ✓ Involving in **New Product Development** for Known &/ Specific Product for Buyers Nationally & Internationally.
- ✓ Conducting **Business Strategies** to Capture the Attention & Promoting the Sales of the Existing Buyers. Also, Development of New Buyers at National & International Level through Various Marketing Funda.
- ✓ Managing & **Resolving** the Buyer's Complaints with Proper Solutions. Understanding & **Implementing** the Suggestions & Opinions from the Buyer's.
- ✓ Practice Creative, Concise & Effective **Business Communication** through Emails, Calls, Messages and What's App & Other Business Messenger.
- ✓ **Ensure** Order – Conversion, Execution, Follow Up, Timely Dispatch, Monitoring Documentation, Timely Payment Collection & After Sale Follow Up.
- ✓ Preparation of **Database** for the Buyers Nationally & Internationally i.e. Highlight on Buyer's Interest, Brief Communication, Order Pattern & Conclusion. Also, **Record** preparation of Order, Invoice, Payment & Follow Up.

- ✓ Preparing **Reports** of Findings, Illustrating Data and Translating Complex Findings into Summarizes through Organized & Follow Up Tracker.
- ✓ With Professionalism **Liaising** with the National & International Buyers and **Coordination** with the Management, Co-Team Members & Executive Staff's.



- **Ramdev Food Products Pvt. Ltd.** **Sarkhej - Bavla Highway, Ahmedabad**
- **Marketing Manager (Export Department)** **Sep 2017 – Dec 2018**

Ramdev Food Products Pvt. Ltd, are Recognized & Expertised “Manufacturer, Processor & Exporter” in Gujarat, India, who Appreciate the Splendour for Spices, and Being Innovative have covered the Product Range of Basic & Blended Spices, Asafoetida (Hing), Groceries, Instant Mixes, Namkeen (Snacks), Pickle-Paste-Chutney, Frozen Vegetables & other Assorted Items etc. Being most Desirable within Local & Regional Market, they are Passionate with the Expansion in “International Market”, which Encouraged me to join their “Vision & Mission” of Promoting, own Brand “Ramdev” and “Private Labelling” world-wide.

- ✓ **Identifying & Developing** the Potential Clients from USA, Canada & Other Sectors, through Leads i.e. Inquiry Emails, References, Online Search & Data Portal.
- ✓ **Identifying & Effectively Presenting** the New Product Development for the Existing Client's Portfolio, also for Company's Portfolio.
- ✓ **Monitoring & Communicating** appropriately the Clients & Distributors Sales. Also, **Directing & Supporting**, in accomplishment of Targets.
- ✓ Ensuring Creative & Effective, **Marketing & Follow-up Communication**, with Clients, Traders, Vendors, Business Associates & Government Authorities etc.
- ✓ **Liaising** with the Government Regulatory Bodies i.e. Spices Board, APEDA, Tea Board, DGFT, PQS, Customs etc for the New License, License Renewal, Trade & Registration Notifications, Export Regulation Norms, Tenders etc.
- ✓ **Organizing** Meeting with the Existing & New Clients and Government Authorities. **Attending** the Stakeholders Meet organized by Government / Semi Government Regulatory Bodies. Also, **Drafting** Minutes of Meeting.
- ✓ **Preparation & Submission** of Export / Import Documents to the Import Regulatory Authorities i.e. USFDA, USDA & AQIS etc for Detained Consignment's Clearance.
- ✓ **Content Writing & Editing** Creatively for Segment i.e. Introduction Marketing Email, New Product & Trade Announcement, Product's Brochure, Company's Introductory & Product Advertisement Page for National & International Publications, Updating Company's Page in International Exhibition Websites, Internal News Bulletin etc.
- ✓ **Evaluation & Execution** of Different Tasks i.e. Publications, International Trade Fairs, Stand / Stall Designs.
- ✓ **Maintaining** Database of Clienteles, Traders, Vendors, Business Associates & Government Authorities etc. Also, **Scrutinizing** the Clients Agreement (National & International).
- ✓ **Improving** the Methods & Approaches towards Verbal Communication, Emailing, Documentation, Filing, Submission & Follow Up, contributing towards Department Enhancement.

- 
- **Kitchen Xpress Overseas Ltd**
 - **Executive Assistant To Director (Export Department)**
 - **International Marketing Assistant (Export Department)**

Santej, Ahmedabad
Dec 2009 – Aug 2017
Dec 2009 – Aug 2017

The Zeal towards Discovering New Work Portfolio, Diversified My Career from BPO Sector to Corporate Sector (Export / Import). With this Attentiveness, I joined Kitchen Xpress Overseas Ltd, which is one of the Leading Recognized & Expertised Exporters in Gujarat, India for Product Array i.e. Spices, Blended Spices, Groceries, Instant Mixes, Namkeen (Snacks), Pickles & Pastes, Pulses & other Food Range etc in International Market and also having Presence in Domestic Market. Their Mission is to become Globally Admired Brand through “Private Labeling” and Own Brand “Kitchen Xpress”.

- ✓ **Managing** Efficiently & Satisfactorily, the Main Core Clients of USA Sector (i.e. New York, Chicago, Atlanta & Houston). Also, Clients from Washington, California, Florida, Canada, UK, Australia, Japan, Africa, GCC Countries (UAE, Kuwait, Oman & Qatar) etc.
- ✓ **Demonstrating** ability to increase Sales Productivity, for Existing Order Pattern. Also, **Developing** New Products an add-on to the Existing Clients Portfolio.
- ✓ **Responding** to Product Inquiry, **Converting** Inquiry to Orders, **Generating** Orders, **Processing** Orders, **Following-up** Orders, **Documentation** (Pre-shipments & Post-shipments) & **Supporting** after Order Follow-up.
- ✓ **Organizing** Appointments, **Welcoming** Clients, **Visiting** Manufacturing Unit, **Preparing** Minutes of Meeting, **Documenting** Communication | Quotation | Contract (via Soft & Hard Copy).
- ✓ **Executive** Support to Directors, **Coordination** between Management & Team Members, **Liaising** between the International Clients & Management.
- ✓ **Assisting** Other Directors, Managerial Team, Executive Members, Co-Team Members & Co-Workers in accomplishment of Respective Tasks.
- ✓ **Monitoring, Responding & Distributing** Communications (i.e. Emails, Calls & Formal Letter) on behalf of Director, Also, **Chasing** Important Communication.
- ✓ **Presenting** Effectiveness during Conversation with International Clients, Traders & Business Associates.

- 
- **Etech, Inc**
 - Sales Verifier (EMS Department)**
 - Online Chat Representative (C2C Department)**

Infocity, Gandhinagar
Dec 2004 – Dec 2009
Apr 2005 – May 2009

The Youthful Attitude initiated My Career through BPO Sector (i.e. Business Process Outsourcing). I was Appointed at Etech, Inc., a Leading provider in Business Process Solutions, capable of Effectively handling Communications (i.e. Voice, Internet & Data). Our King Customer's were served with the Communication Services i.e. Internet Services (DSL, Cable & Satellite), Phone Services (Calling Plans), TV Services (Channel Plans), Wireless Services (Calling Plans) & It's Respective Value Added Plans &/ Services. Etech provides Superior

Performance and Quality, in Inbound and Outbound Channels, in Customer Service & in Back Office Processes.

- ✓ Effective Monitoring Solution Department (EMS | Non - Operation), had Incorporated Mission of “Total Quality Monitoring Solutions (i.e. in Back Office Processes)”.
- ✓ Listening the Digital Recorded Calls (Inbound & Outbound) & Examining the Web Stored Chats (Inbound), for Validation of the Quality & Sales, Generated by the Sales Team.
- ✓ Fulfilling 100% Quality Assurance, by Verifying as per the Standards Procedure / Guidelines set by the Department.
- ✓ Preparing Reports / Feedback of Verification by Monitoring – Greetings, Plans, Pricings, Promotions, Concerns & Closings, attended / offered in Respective Calls & Chats.
- ✓ Conducting Session with the Operation Team for Coaching & Clarification Purpose, to achieve Sales Targets, fulfilling Customer Satisfaction Criteria.
- ✓ Click 2 Chat Department (C2C | Operation) had Incorporated Mission to sell Products & Services of Business Partners, through Multi-Dimensional Buying & Servicing Process (i.e. through Web Platform).
- ✓ The International Campaigns, I have worked are Bell South, Buy Telco, AT&T & Verizon Campaigns.
- ✓ Receiving & Engaging Chats of Prospective Customers in Designated Market Area to Qualify Leads.
- ✓ Responding to Multiple Inbound Chats with Greetings, Plans, Pricing, Promotions, Concerns & Closings etc appropriately and Diverting the Leads into Sales.
- ✓ Meeting the Defined Protocol in Sales, Quality & Customer Service, as per the Standards/ Guidelines set by the Department.

Skills & Qualities

- Self Driven & Motivated
- Creative & Analytical Thinking.
- Attentive to Details, Accuracy & Quality.
- Good Marketing, Managerial & Secretarial Skills.
- Good at Prioritizing & Managing Time Effectively.
- Believing & Demonstrating Work Ethics (i.e. Individually & Teamwork).
- Good Interpersonal Communication Skills (i.e. Verbal, Writing & Listening).
- Proficient with Email, Access Database Software (ERP), Word, Excel, PowerPoint etc.

Training & Certification

- Participated in Programme conducted by AMA (Ahmedabad Management Association):
- ✓ “Export Documentation & Procedure – w.r.t GST” | Dated: October 2017
- ✓ “How to Calculate Export Price” | Dated: September 2017
- ✓ “Management Development Programme on Efficient Secretaries” conducted | Dated: February 2012
- ✓ “International Marketing – A New Approach” conducted | Dated: January 2010

Educational Qualification

(Exam | School / College | Location | Board / University | Percentage | Result | Year of Passing)

- **Diploma in Business Management**
The Institute of Chartered Financial Analysts of India University, Tripura
Gandhinagar, Gujarat
The ICFAI University
Percentage: 57%
Result: Pass
Date: August 2011
- **Third Year B. Com (Bachelor of Commerce)**
Ashvinbhai A. Patel Commerce College | Gandhinagar, Gujarat
Gujarat University
Percentage: 67%
Result: First Class
Date: May 2006
- **Second Year B. Com (Bachelor of Commerce)**
Ashvinbhai A. Patel Commerce College | Gandhinagar, Gujarat
Gujarat University
Percentage: 65%
Result: First Class
Date: May 2005
- **First Year B. Com (Bachelor of Commerce)**
Ashvinbhai A. Patel Commerce College | Gandhinagar, Gujarat
Gujarat University
Percentage: 74%
Result: First Class
Date: July 2004
- **H.S.C (Higher Secondary Certificate | Commerce Stream)**
M. B. Patel English Medium Secondary & Higher Secondary School
Gandhinagar, Gujarat
G. S. E. B (Gujarat Secondary and Higher Secondary Education Board)
Percentage: 72%
Result: Distinction
Date: April 2003
- **S.S.C (Secondary School Certificate)**
Mount Carmel High School | Gandhinagar, Gujarat
G. S. E. B (Gujarat Secondary Education Board)
Percentage: 80%
Result: Distinction
Date: May 2001

Achievements & Awards

- Achieved “**5Th Rank**” (Third Year B.Com) & “**4Th Rank**” (First Year B.Com) in College.
- Certificate of Merit, awarded for “**Being Winner in Best Teacher Competition**” in “Second Year B. Com” Term.
- Certificate of Merit, awarded for “**Being an All Rounder**” in XII Standard (H.S.C | Commerce Stream).
- Certificate of Merit, awarded for “**1St Rank**” in XI Standard (H.S.C | Commerce Stream).

Hobbies & Interest

- ✓ Prefer reading Informative & Knowledgeable Articles.

Personal Information

- **Language Known:** English, Hindi, Gujarati, Malayalam.
- **Date of Birth** : 23rd December 1985 (36 Years).
- **Marital Status** : Married.
- **Gender** : Female.
- **Nationality** : Indian.

Place: Gandhinagar, Gujarat

Thank You & Best Regards,

Date: 07 August 2022

Latha Velayudhan Nair