**RESUME**

**R.CHANDRASEKARAN**

**Mobile:** +91 9344855789

**Objective**

Having positive attitudes and enthusiastic and ambitious mind to devote for challenging career with a leading company. Ready to accept any challenge for a promising career in a good supportive working environment. Having a creative, honest and service oriented mind, which keeps as back-up to build a successful career.

**Summary of Skills**

* Strong Will Power, Goal achiever, ingenious, indefatigable, extrovert are some of my personality keys.
* Hardworking in all situations, results oriented planning for work, dynamic, incredible and have strong desire to fulfill the targets.
* Good communication and interpersonal skills, Ability to work independently under pressure
* Sound knowledge in computer and its related applications.
* **Sound knowledge in Gold Jewellery and Diamond Jewellery, Gem Jewellery.**
* **Knowledge in Old Gold appraise and valuation.**
* **Work Experience -6**
* **Company : NAC JEWELLERS**
* **Designation : Showroom Manager – Sales & Business Development**
* **Duration : January ‘18 -till**
* **Place : Mylapore**
* **Work Experience -5**
* **Company : AVR SWARNAMAHAL JEWELLERY PVT LTD**
* **Designation : Regional Manager – Sales & Business Development**
* **Duration : 2 Years , 2016- 2017**
* **Place : Erode , Mettur , Athur, Bhavani**

**Duties and Responsibilities:**

* **To accomplish regional sales human resource objectives by recruiting , selecting , orienting , training, assigning, scheduling , coaching , counseling , and disciplining employees in assigned branches , communicating job expectations , planning , monitoring , appraising , and reviewing , job contributions , planning and reviewing compensation actions , enforcing policies and procedures .**
* **To achieve regional sales operational objectives by contributing regional sales information and recommendations to strategic plans and reviews ; implementing production , productivity, quality , and customer service standards , resolving problems , completing audits , identifying trends, determining regional sales system improvements , implementing change.**
* **To meet regional sales financial objectives by forecasting requirements , preparing an annual budget, scheduling expenditures , analyzing variances , initiating corrective actions.**
* **To Establish sales objectives by creating a sales plan and quota for branches in support of national objectives.**
* **To maintain and expand customer base by counseling branch sales managers , building and maintaining rapport with key customer opportunities.**
* **To recommend product lines by identifying new product opportunities and/or product , packaging , and service changes, surveying customer needs and trends ,tracking competitors .**
* **To implement sales promotions by marketing and advertisements .**
* **To update job knowledge by participating in educational opportunities , reading professional publications , maintaining networks.**
* **To report to Superiors periodically and as when required.**
* **Work Experience -4**
* **Company : SREE KUMARAN THANGA MALIGAI**
* **Designation : Branch Manager – Sales & Business Development**
* **Duration : 4 Years , 2012- 2016**
* **Place : Erode , Salem .**

**Work Experience -3**

**Company : LALITHA JEWELLERY**

**Designation : Branch Manager – Sales & Business Development**

**Duration : 2 Years , 2011-2012**

**Place : Chennai , Pondicherry, Kumbakonam .**

**Duties and Responsibilities:**

* To ensure systematic flow of work and standard operations, showroom policies and procedures, rules and regulations.
* To arrange proper showcasing of jewellery display with regards to health and safety- Ensures daily bank deposits, petty cash control and liquidation.
* To communicate with corporate office and other legal bodies by emails, memos, incoming/outgoing business correspondences.
* To ensure standard customer service staff and re-checks customer item return/exchange/discount/stock transfers, delivery and inventory documents.
* To be the head of the periodical/yearly store/showroom inventory/stock-taking..
* To Supports management decisions, requirements, expectations and deliverables
* Performs other related duties and responsibilities as directed by the Management.
* To drive the sales team to achieve the target by giving best service and product to every customer.
* To participate events and promotions at Auditorium and Halls to promote brand to all.
* To put up Promotional Stall at Industries, Clubs, Big Apartments, Schools and Colleges.
* To look after all Brandings- indoor, outdoor, media .
* To take feasibility reports of different cities and town for Branch Expansion.
* To take multible level of surveys about market,products and Competitors and submit report to Regional Head before the Inauguration of Every Showroom.

**Work Experience -2**

**Company :** SHREE GOLD **( A retail unit of Laxmi Jewellery, Chennai )**

**Designation : Manager – Sales , Marketing & Business Development**

**Duration : 4 Years, 2007 -2011**

**Place : Chennai – India**

**Duties and Responsibilities:**

* Managing counters in Two Floors contains Chain, Bangles, Haram, Short Necklace and Precious Stone counter and small jewellery.
* Maintaining Stock position(Fast Moving, Slow Moving,Stagnant Products –Variety,Design and weight wise), Anticipatory Stock, Buffer Stock.
* Achieving Sales Target (Sales Trainig, Product Knowledge, Personality Development)
* Servicing customers ( Hospitality, Customer Requirement)
* Retaining existing customers and bringing in new customers
* Developing customer data base (CRM Activities)
* Key roll areas – Sales, Customer Service, Saving scheme section, Marketing – Brand Promotions(Indoor & Out Door) , Media, Advertisement,P&R Activities.
* **Brand Promotions, Saving Scheme Promotions, Gold Coin Promotions :**

1. **Indoor Promotions** – Special offers,Festival offers,Saving scheme customers day, Walk in-Sales Conversion Survey,Media survey.
2. **Outdoor Promotions** – Exhibition stalls at Major Social Clubs,Big Residense Apartments,Public Sectors,Private Sectors,IT Sectors, Temple functions,School ,College functions to promote jewellery products as well as Saving Scheme.

* **Media and Advertisement :** TV ,News Paper, Radio, Cinema Theatre,Railway Hoarding,Hand Bills to general public,SMS,E-Mail Campaign,Local Cable TV adds,TV adds at Railway Stations,Mobile Displays.
* **CRM –** Customer Relationship Management – Maintain Customer data base,sms and calls to customers about special offer, Product Launch, Sending Greeting (Birthday,Wedding Anniversary) to Customers with some special discount,Attenting Customer Functions,Calender distribution through sms to customers,Visiting to Customer home to give festival sweets.
* **P.R.Activities :** Interviews during gold rate hike and decline on TVs and Radios.Participating in information columns ,articles in Newspapers.
* **Comparison with Competitors:** Advertisements, survey on daily basis to know about offer, crowd. Survey on monthly basis ( crowd, collection, service, wastage, O/G,O/D valuation,offers and price Strategy)

**Reporting Departments**

* **Sales Dept (Section Incharge – 4 Nos)**
* **Savings Scheme Section**
* **CRM Dept**
* **Reception ( CRO- CRE’S)**
* **Marketing Dept**

**Successfully Completed Promotions**

* **Exhibitions at:**

1. Cosmopolitan Club – Mount Road
2. Madras Race Club – Guindy
3. Kalpakkam NESCO Carnival – 2009
4. Kalyanamalai Meet – T.Nagar
5. Aryavysya Mahila Sabha – Coffee morning
6. Aryavysya Mahila Sabha – Annual Meet
7. Arihant Apts – Koyambedu

**And Many More.............**

* **Savings Scheme Presentations at:**

1. Oil and Natural Gas Commission (ONGC) – Egmore
2. DAE Township - Kalpakkam
3. Neyveli Lignite Corporation (NLC) – Poonamallee High Road
4. Provident Fund Office (PF Office) – Royapetah
5. Accounts General Office (AGS Office) – Mount Road
6. Directorate of Medical Sciences (DMS Office) – Mount Road
7. Air India Stores & Accounts Dept – Meenambakkam
8. Kola Saraswathi School – Kilpauk
9. Saidapet Ladies Club – Annual Day
10. Kasiviswanathar Temble(Navarathiri Utsav) – West Mambalam

**And Many More.............**

* **Indoor Promotions**

1. Savings Scheme Slogan Contest – Every Month
2. 50 Svn Slogan Contest – Shree Gold Relaunch
3. IMRD International – Survey on VIP & Regular Customers
4. WOC – Survey on Walk in Customer (Brandwise Customers)
5. Weekly Survey on Advertisement (Mediawise Customers)
6. Radio Mirchi – Customer Links
7. Jaya TV – in Saval

**Work Experience -1**

**Company :** OASIS METAL MANUFACTURING LLC **.**

AI Shirawi Group - Dubai – UAE.

**Designation :** Marketing Manager (Electro Forged Grating Manufacturer)

**Duration : 3 Years (2004-2007)**

**Duties and Responsibilities**

* To call all the Engineering companies, Fabricators, Oil field Contractors & Marine Contractors
* Identify grating users
* Generate enquiries, send quotations
* Follow up, receive orders
* Visit customers for any technical support

**Other Experiences**

* + Worked as Manager in Leading Travels, Haj Service in Chennai..

**Educational Qualification**

Academic : Bachelor of Science (B.Sc)

(Barathi Dasan University – Trichy)

Master of Arts -English (M.A)

(Annamalai University – Chidambaram)

**Technical Skills**

Operating System : Win95/98/2000/ME/XP

Packages : Ms-Office, Ms-word, Ms-excel, Ms- PowerPoint.

98/2000/XP & Tally 9.0

Driving Four wheeler in city

**Address for Communication**

Permenant :

2/269 , Pillaiyar Koil st,

Sathanur-po,614101,

Thiruvarur-Dt .

+919344855789

**Personal Details**

Date of Birth/Age : 10.03.1975, 44 years

Language Known : **Tamil ,English, Hindi, Telugu, Malayalam**

Marital Status : Married

Dependants : Parents, Wife, Son & Daughter & in laws parents

**Expectations**

Current Salary : Rs.56800 + Leave salary and other bonus & Incentives

With Foood ,Accomodation

Expectations : A Dream Career.

A Secure life for me and My Family.

**References**

**Mr. Saravanan – Business Development Manager – AVR Swarnamahal Jewellery Private Limited . Salem .**

**Contact No: 9952663574 . 8778163008 , 04298-2431410 . 04290-251307**

**Mr.Sivanathan – Branch Manager – Sree Kumaran Thangamaligai , Erode .0424 – 2213277 , 2213888 , 7558155888**

The above details are true to the best of my Knowledge. At the time of interview I can show

you all the documents, records and photographs to prove the above.

Date: 02-06-2019

Place: Mylapore