



# KRANSTON COELHO

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BRAND MANAGEMENT / MARKETING PROFESSIONAL  
BEAUTY \* SPORTS \* CONSUMER ELECTRONICS \* JEWELLERY

## ABOUT ME

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A creative, innovative, results-driven individual possessing 8 years of experience in Brand Management and Marketing in the Retail Industry with a passion of building brands. Bearing exceptional communication, leadership and organizational skills I am seeking a Brand Management position in a retail organization

## CONTACT

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## EXPERTISE

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Brand Strategy  
Product Development  
Strategic Planning  
Brand Management  
Market Research  
Social Media Management  
Pricing Strategy  
Promotional Development  
Brand Building  
Competitive Analysis  
E-Commerce Strategy  
Training and Development  
Marketing and Advertising Tools  
Forecasting

## TECHNICAL SKILL

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Microsoft Office  
Soft Editing Software  
IT – Hardware/Software

## EXPERIENCE

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### DAMAS JEWELLERY

OCT 2015- SEP 2016

#### **BRAND MANAGER**

(I was made redundant due to market conditions)

Headhunted to manage a portfolio of International Brands in Fashion and High End Jewelry to better develop the brand image by creating new and innovative ideas to fuel the growth and increase market share.

- Created and implemented the Brand Strategy leading to increased sales and profitability of the brands exceeding revenue goals
- Maximized productivity per store increasing sales
- Expanded the brands into new territories to reach untargeted consumers
- Developed price changes and new promotional approaches reducing over stock and slow moving lines
- Initiated and managed the DSF campaign resulting in a 20% increase in profits from the previous year
- Streamlined the buying process minimizing over stock flow
- Re-built the Marketing and Advertising Strategy around each brand that led to increase brand awareness
- Proposed and implemented new selling platforms that increase sales and brand awareness
- Planned and developed the VM calendar with VM department and Brand Principal for seasonal events throughout the year
- Creating analysis reports through weekly and monthly MIS data sheets

### SYNERGIK MARKETING

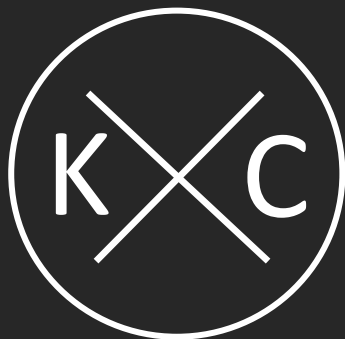
AUG 2014 – OCT 2015

#### **MARKETING AND BUSINESS DEVELOPMENT MANAGER**

(Worked for a year and was headhunted to manage a portfolio of Luxury Brands)

Played a pivotal role in building marketing initiatives/campaigns for various brand portfolio's and driving new business prospects that maximized revenue opportunities

- Created and implemented marketing plans and strategies
- Production management and design for clients marketing material (Leaflets/Brochures/Posters/Newsletters/Menu Cards/POS)
- Constructed website design's/development and managed digital projects
- Designed and developed clients Brand Identity
- Managed and created the monthly Social Media Calendar's for various accounts resulting in better engagement and increase in awareness
- Conducted market research to gain insight on competition, price, branding, distribution circuit and availability
- Sourced advertising opportunities and placing adverts in the press - local, regional, national and specialist publications or on the radio



# PROFESSIONAL EXPERIENCE (CONTINUED)

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## PROJECT MANAGEMENT

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Brand Launches  
TV Shopping  
Dubai Shopping Festival  
Warehouse Sales  
Trade Show Events

## BRANDS

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Beauty/Cosmetic/Sports/Consumer Electronics(Slendertone, Philip B, SACHAJUAN, Ciaté, Nail Rock, Etat Libre d'Orange, ghd, Nazila, Eye Rock, Lipstick Queen, Tria, Lycon, Tweezerman), F&B Brands, Automobile Brands, Jewelry Brands.

## ACCOUNTS

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Al Tayer (Harvey Nichols, Bloomingdales, Areej) Chalhoub (Sephora, Woojoo, House of Fraser) Sun and Sand Sports, Al Mana Go Sport, U-Mark Sports, Landmark Group (EMAX, Beauty Bay, SportsOne) Damas, Decathlon, Pharmacy Chains, E-Commerce (Souq, Basharacare, Al Shop) Citruss TV, Emirates Airlines, Etihad Airways, Spa's and Salons (Sisters Beauty Lounge, Anantara, Tips and Toes, NStyle) The Grooming Company (NBar, Jet Set, and 1847)

## LANGUAGE

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English – Native  
Hindi – Fluent

## EDUCATION

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MAHE DUBAI  
B.B.A specializing in Marketing  
2004-2008 - Dubai, U.A.E

## BEAUTY SOLUTIONS BRAND AND MARKETING MANAGER

JAN 2011 – JULY 2014

Provided Brand Management expertise, advising on brand positioning, pricing, marketplace research and consumer research. Managed and enhanced profitability, growth and image of multiple Beauty, Sports, Consumer Electronics and Pharmaceutical brands in the Middle East.

- Expanded the brands presence with new and current distribution channels to a total of 100 plus stores in the G.C.C from an initial count of 20 increasing the Gross Profit
- Developed and executed the brand strategy that increased Sales, Brand Loyalty and improved Awareness
- Optimized the buying process to lower over stock flow
- Created and improved the sell in strategy for B2B and B2C customers from previous years
- Introduced and managed in bringing the organization to the E-Commerce platform leading to higher growth rate
- Created and implemented store strategy's that led to being ranked Top Sales Performer in each account
- Designed and produced the VM with internal/external agencies and Brand Principal that led to increase in footfall, awareness and sales
- Created Brand Messaging and Content that resonated with the target audience
- Designed and Developed landing pages for brands to secure region ownership with the Brand Principals
- Assisted in the design and development of the organization's website to create its Web Presence boosting Direct Traffic
- Launched the Social Media platforms for all brands and updating the page's that led to increasing awareness and customer engagement

## NEW INTERNATIONAL TRADING SALES AND MARKETING EXECUTIVE

MAY 2008 – DEC 2010

Contacting prospective clients, assessing their requirements then selling them the company's products and services that match their needs

- Achieved marketing and sales operational objectives through developing strategic plans
- Identified trends and determined system improvements to implement change that increased customer satisfaction
- Established pricing strategies, recommending selling prices, monitoring costs/competition, supply and demand
- Identified marketing opportunities by consumer requirements, competitor's strengths and weaknesses