

# Jegan I

**jeganrosario@yahoo.com**

**Mobile: +91-99449 13238**

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## DYNAMIC SALES AND MARKETING SPECIALIST

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Creative, Passionate and Dynamic professional with expansive background of over 9.5 years in Sales, Marketing, Business Development and operations Management. Decisive Team Leader with an eye for creative, detail and design combined with a solid background in Business Analytics. Solid reputation as a high-energy leader willing to take on challenges deemed too difficult by others. Consistent focus on customer needs to continually exceed sales targets using innovative client-focused marketing strategies.

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## CORE KNOWLEDGE SKILLS

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Market Analysis, Market Strategy, Product Launch, Product Presentation, Sales Forecasting, Vendor Relations, Customer Relations, Contract Negotiation, Team Leadership, Account Management, Employee Training, Sales and Marketing, operations management, New Account Procurement.

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## SELECTED ACCOMPLISHMENTS

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- Increased Sales up to 55% by developing and launching a new marketing concept focused on customized product presentation that accommodated customer needs.
- Enhanced Sales volume by 40% by creating, developing and implementing a sales representative training program on product features and benefits, cost analysis and selling techniques.
- Awarded Outstanding Sales performer - Treebo Wall.
- Managed teams with minimum resources and continuously exceeded sales expectations.

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## PROFESSIONAL DOSSIER

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**Deputy Regional Demand Head - TN & KL (July 2018 till date)**  
**Territory Sales Lead - TN (Sept 2017 - July 2018)**  
**Territory Sales Manager - TN (Sept 2016 - Sept 2017)**

**Treebo Hotels, Chennai**

- Targeting new business opportunities.
- Building and maintaining existing relationships.
- Planning and forecasting for sales numbers and business planning for the regional team to achieve hotel wise target on demand and supply for all cities to meet organisational goals.
- Responsible for achieving or exceeding budgeted goals in sales & operations for the organisation.
- Understand guests' needs and constantly explores into new business opportunities.
- Liaises and works closely with the related operation departments ensuring guest's requests and expectations are being met.
- Conducts extensive competitor researches and maintains demand and supply knowledge on the micro-markets.
- Handling Tamil nadu(TN) and Kerala (KL) teams and drive towards achieving cluster targets.
- Foster and promote a cooperative working climate, maximizing productivity and associate morale

**Sr. Sales Executive (Sep 2014 to Aug 2016)**

**Green Park Hotel & Resorts, Chennai**

- Developed and maintained contacts and customer database.
- Managed RFPs for the hotel in terms of soliciting, bidding, negotiating and finalizing.
- Conducted extensive competitor researches and maintains excellent Product Knowledge of the hotel.

**Team Leader (Nov 2011 to Sep 2014)**

**TLC Relationship Management Pvt Ltd, Chennai**

- Prepared sales proposals to clients incorporating clearly defined terms and conditions.
- Followed up sales leads to identify prospect.
- Liaises and works closely with the related operation departments ensuring guest requests and expectations are being met.

**Executive - Business Development (Sep 2010 to Oct 2011) Mahindra Holidays & Resorts, Chennai**

- Lead Generation through marketing promotions. Cold calling, to ensure expected sales results are achieved.

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**EDUCATION**

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**Master of Business Administration** - Nehru Institute of Management Studies, Coimbatore

**Bachelor in Hotel Management** - Subbalakshmi Lakshmipathy College of Science, Madurai

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**ADDRESS FOR COMMUNICATION**

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**#2S3, GR Enclave, Anbu Nagar 3<sup>rd</sup> Street, Valasarwalkam, Chennai.**