



Vishnu Viswanathan

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(P.O), Kalamassery, Ernakulam, Kerala

Objectives

Targeting mid-level assignments in sales & marketing/brand management with a leading organization of repute preferably in FMCG/ Automobile / Hospitality/Financial sector.

Core Competancies

Sales & Marketing

Business Development

Client Relationship

Merchandising

Product Advertising & Promotion

Operations Management

Work experience

ITC Limited, Kerala
SALES OFFICER

June 2015 — December 2016

- Establishing individual and team goals to match corporate goals, short term and long term budgets and developing business plans for the achievement of these goals.
- Visiting potential customers for new business and providing them with the quotations; negotiating terms of agreement and closed sales.
- Identifying pipelines and planning activities for effective brand building and management and steering supply and demand planning for effective operations; acting as a part of the deal team for opportunity assessment, qualification, and development of response strategy, proposal development, review and feedback process, competitive / pricing /commercial decision.
- Analyzing sales reports and developing plans to increase lead generation and customer retention.
- Evaluating the effectiveness of marketing programs, providing market analysis and insights to senior management. Imparting effective training for the development of Sales Force / Distributors Salesmen.
- Conducting product demos for clients/channel partners to build product knowledge, ensuring penetration and ramp up business, competitive analyzing as well as consumer profiling.

Educational Qualification

Master of Business Administration

2013 — 2015

Rajagiri Center for Business Studies

MBA in Marketing and Operations from Rajagiri Center for Business Studies under Mahatma Gandhi University.

Curriculum project

Project Topic

"OPPORTUNITY ANALYSIS FOR SAVLON ANTISEPTIC LIQUID (ASL) IN THE INSTITUTION CHANNEL - FOCUS HEALTHCARE INDUSTRY".

Company - ITC LTD.

Duration - 2 month.

Project Description

This Problem centered research project was undertaken in ITC LTD Ernakulam and the task was to understand the scope and potential of ASL liquid market primarily focus on Healthcare institutional channel and design a business model to tap the market potential through Descriptive research method.

Computer Proficiency

Completed six month MCFA (Master of computerized financial accounting) from NCET with **A+ grade.**

Sound Knowledge in Ms word, Ms Excel and Ms PowerPoint.

Personal Details

Date of Birth	:	26.10.1992
Father's Name	:	Viswanathan.K
Passport Number	:	P4767877
Linguistic proficiency	:	English, Hindi and Malayalam.

Interests

Traveling, Reading, Music & Playing Football

References

References available upon request.