**OBJECTIVE:**

To work in a professional organization, assume responsibility and strive for collective growth and development, keeping the organizations goal as a priority.

**WORK EXPERIENCE:**

1. Working as Customer Executive in Pepsico India Holding Ltd. From October 2013.

**Responsibilities**

* Distributor Management for Primary sales.
* Retailer Management for secondary sales.
* Leading a Team for generating Secondary sales.
* Improving and penetrating existing distribution network.
* Tracking competitor activities and Team Activities and to report accordingly.
* Analyzing various reports and to plan accordingly.
* Executing Various Plans whenever asked to.
* Maintaining Company’s Brand Value and improving the same.
* Rolling out schemes and other promotional activities in the territory.
* Representative to the company.

1. Worked as Marketing Executive in Ashirvad Aqua Minerals, Palakkad,from July 2012 to September 2013.

**Responsibilities**

* Determine Potential distributors.
* Converting them into authentic distributors.
* Maintaining the company- distributor relation.
* Branding and brand promotion
* Observing competitor activities and reporting accordingly.
* Improving and penetrating the existing distribution network

**EDUCATION:**

* MASTERS IN BUSINESS ADMINISTRATION (MARKETING) with 69.8%.

from Acharya Institute of Technology (VTU), Bangalore (2010-2012)

* B.Sc in Computer Science with 77.27% from CMS College of Science & Commerce, Coimbatore.(2007-2010)
* ISC (Physics, Chemistry &Maths) with 60% from Seventh Day Adventist Higher Secondary School, Palakkad. Kerala(2005-2007)
* ICSE with 72% from Seventh Day Adventist Higher Secondary School, Palakkad. (2005)

**PROJECT UNDERTAKEN**:

* 2 months Internship Project with Malabar Regional Co-operative Milk producer’s Union Ltd (MILMA) on the Research Topic “Consumer’s behavior towards the Brand Milma”.(2012)

**SKILLSET:**

* Motivator, Team Leader
* Problem solving ability
* Like to take challenges
* Convincing ability

**HONORS RECEIVED:**

* Member of School Football Team which Won District School Football Tournament conducted by District Football Association.
* Won Prizes in School level and District level Youth festivals in various items.
* Won Prizes in School level and District Level Sports Competition in Various items.

**CO CURRICULAR ACTIVITIES**

* Member of Department Hand Ball Team which was the Runner up in Intra college Meet.
* Participated in various National Level Seminars.
* Participated in “The Helmet Usage Awareness Road Rally” conducted by CMS Social Service wing.
* Participated in the sponsorship programme organized to help the unprivileged orphan and poor children by HOPE.

**HOBBIES**:

* Travelling
* Watching movies
* Playing Soccer
* Writing Poetry, articles, stories & screenplay, skits
* Writing Blogs (akhilplakkat.blogspot.com)

**LINGUISITIC PROFIENCY:**

|  |  |  |  |
| --- | --- | --- | --- |
| **LANGUAGE** | **SPEAK** | **READ** | **WRITE** |
| ENGLISH | YES | YES | YES |
| MALAYALAM | YES | YES | YES |
| TAMIL | YES | YES | NO |
| HINDI | YES | YES | NO |
| KANNADA | YES | NO | NO |

**PERSONAL DOSSIER:**

*DATE OF BIRTH:* 18TH DECEMBER, 1989

*MARITAL STATUS:*  Single

*FATHER’S NAME:* Ananthan. P

*BLOOD GROUP:* ‘O’ Positive

**PERMANENT ADDRESS:**

ASHTAMI,JN 17,

KurudikkadPudussery PO  
Palakkad – 678623

Kerala, India

**REFERENCE**

|  |  |  |
| --- | --- | --- |
| **NAME** | **DESIGNATION** | **CONTACT** |
| G.Jijesh | Territory Development Manager  Pepsico India Holding Pvt. Ltd,  Kerala | 09745547821 |
| Sanal Nazir | Marketing Manager  Ashirvad Aqua Minerals  Palakkad | 08113094006 |

I, hereby declare that the information provided above is true to the best of my knowledge.

**PLACE**:

**DATE**: (AKHIL.P)