

AIWARYA S NAIR

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ACADEMIC QUALIFICATION

Degree	Institute	CGPA/%	Year
MBA	BIM Trichy	7.78	2018
B Tech – Electronics and communication	NSS College of Engineering, Palakkad	7.13	2015
Class XII	Kendriya Vidyalaya Ottapalam	88.4	2011
Class X	Kendriya Vidyalaya Ottapalam	95.2	2009

WORK EXPERIENCE -23 months

- Area sales manager - Mahindra & Mahindra Limited, Auto Division

June 2018 – May2020 – (2 years)

Sales execution

- Area sales manager for the personal vehicle business, accountable for delivering on the retail volumes and market share objectives of the brand through market & competitive landscape analysis, sales execution and process improvement. Handled a **business volume of 1500 vehicles (150 crores)** per year.
- Sales execution at retail outlet – Identified roadblocks in various stages of sales funnel and improved the **sales satisfaction score from 68% to 80%**.
- Accountable for improvement of manpower quality and productivity – handled a sales team of 75 people.

Digital champion

- Championed digital lead management and digital sales for Tamilnadu state. Optimised the performance of online lead management metrics by ensuring real time response to digital leads and improved the **conversion ratio from 2% to 11%**.
- Spearheaded the digital 2.0 initiatives of the brand for next gen customer experience and worked on improving digital ecosystem at the retail outlets.

Product launch manager

- Managed three new product rollouts in Tamilnadu (Marazzo, Alturas G4 & XUV300). Analysed the market and competitors to identify growth opportunities and executed strategic product roadmap
- Monitored process adherence, digital transformation and key metrics at retail outlet level.
- Analysed new product performance to understand customer profiles and insights on lost sales.

- Summer Internship - Marketing – Lotte India Corporation Ltd (2 months)

Brand Tracking and consumer profiling for Lotte Choco pie

- Market research on brand awareness, buying behaviour and consumption pattern of Lotte chocopie.
- Recommended strategies for growing the pie category and market penetration using data from primary research.
- Checked product visibility in retail outlets in Coimbatore. Identified preference for the product among migrant labourers and suggested how consumption pattern can be leveraged.

- Top 5, Best summer internship contest by Business Line on campus and Kaybase.

CERTIFICATIONS

- Post graduate certification in digital marketing and communications by MICA – pursuing
 - Live project with Facebook ads- executed with Click through rate better than industry benchmark.
 - Worked on SEO, keyword strategy & SEO audit
 - Exposure to digital marketing tools like yoast, google search console, moz, google keyword planner etc.
- Content marketing certification by Hubspot.
- Google search ads certification by Google

POSITIONS OF RESPONSIBILITY

- Public relations committee, BIM Trichy - Handled media relations, admissions and content creation for social media platforms of BIM.
- Student coordinator – Calicut university arts fest 2015.