



R.Lingaraj C/O: C.Arokiam
A-180, South Main Road, NGO "A" Colony,
Palayamkottai, Tirunelveli -627007
Mobile: +91-97904 50082
Email: lingamraj23@gmail.com

Qualifications Summary

Result Oriented and highly motivated achiever who excels in high-pressure situations, known for consistently giving the best for the work. Adopt in Planning, post planning tracking and efficiency management with a thorough understanding of Marketing principles and systems. Excellent communication and interpersonal skills, a leader and team player. Skilled in working effectively with diverse groups and at all organizational levels to achieve common objectives.

OBJECTIVE

To use technical and creative business skills, developed during academic and professional career to faster the growth of an organization. To seek a career in an exciting and ever challenging environment this will help in continuous upgradation of my skills and contribute to the organization's growth.

PROFESSIONAL EXPERIENCE

ASUS India Pvt Ltd,

ASUS is a Top three Global Consumer Notebook Vendor and Maker of the World's bestselling Motherboards, A leading enterprise in the new digital era, ASUS creates products that perfectly meet the need of today's digital home and office, with a broad portfolio that includes motherboards, graphics cards, optical drives ,displays, desktop and All in one PCs, Notebooks, netbooks, servers, multimedia devices, wireless solutions, networking devices, tablets, smartphones. Driven by innovation and committed to quality.

ASSISTANT CHANNEL MANAGER-

Tirunelveli Region from February 2016 – Present

Responsibilities:

- To increase ASUS Channel Business Mapping and drive out secondary channel sales for Tirunelveli Region.
- Handling Brand Promotional activities & demand generation activities to increase Asus Notebooks/Desktops/AIO Sales & Marketing activities
- Handling Sub distributors and responsible for Team Management & Training and attending meetings with New & existing clients to develop the secondary business
- Monitoring competitors position in the market and report the top Management.
- Client servicing from start to end of the sales.

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CPM India Sales & Marketing Pvt Ltd,

A Major Client for leading IT Company **Intel** is one of the world's largest and highest valued semiconductor chip makers, inventor of microprocessors, handling services Business and into manufacturing of Processors, Bluetooth chipsets, flash memory, microprocessors, motherboard chipsets, network interface cards, mobile phones..

Sr.Retail Executive –

Dindigul, Madurai & Tirunelveli from September 2012 to February 2015...
Chennai & Upcountry from March 2015 – February 2016...

Responsibilities:

- Complete Ownership of Channel and Direct Sales across the Region.
- Increase coverage of Retail stores & thereby grow the market
- Conducting Retail Training in shops and Venue based Product training to the Retail Sales Persons, Channel Meets, Road shows & participating in Expos' for enriching Branding activity Driving Intel relevance in retail space Influence channel
- Retail business hygiene thru retail visibility Branding of the Product.
- Handling Retail business segment, Education business, Manufacturing Segment & SME segment.
- To manage strong relationships with Channel partners, National distributors and SME Segment.
- To continuously learn and update the latest technologies and products.
- Working and executing Brand Agencies.
- Representing the total banner of Intel products in to the market through Channel Partners.

Achievements:

- Support and conduct demand generation activity with partners
- Complete market & product study on competition brands.
- Winning Big Volume deals in price sensitive Educational verticals & SME segments.
- Market mapping and driving more than 300 units of Intel Based Tablets to Customers through Retail Channel partners in the financial year 2014.
- Q1-2014 Star Performer Award for overall KPI Achievements..
- Received 2013 CDAT (Computer Dealers Association Tirunelveli) IT Expo Associate Sponsor Award...

Pentagon's Compushop, Madurai – (1 Yr 2 months)

- Handling retail customers and corporate clients and compete the Sales target.
- Increase the customer base and conducting venue based promotional activity.

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Multiplier (A division of kid stuff promos & events Pvt Ltd)

TATA DATA Card Division-1 Yr

- Support the field executive and create the lead generation and follow up to close the deal.

ACADEMIC PROFILE

- MBA-Human Resource & Marketing from (Anna University) Raja College of Engineering & Technology with first Class (71.6%).

Hobbies

- Travelling.

SPECIAL ASSIGNMENTS

- D.C.H.N (Diploma in Computer Hardware and networking)
- Confidence, Punctuality, Adjustable, Team Work.
- Computer languages Known: 'C' programming.
- Packages Known: MS office...

PERSONAL DETAILS

- Father Name : M.Rengaraj
- Date of Birth : 25-07-1985
- Sex : Male
- Nationality : Indian
- Religion : Hindu
- Marital Status : Single
- Languages Known : Tamil, English

References:

- **A.Vijayanand-District Program Manager for Intel Retail.**
Cell: 09566255772.
- **S.Saravana kumar –Business Development Manager-Acer India.**
Cell: 9865768484
- **Deepesh Kumar- NIIT Corporate Trainer**
Cell: 09380214777