

MERLIN JOSE .R

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Articulate, result-oriented and highly talented in **Sales And Marketing** with over 3years experience in the marketing industry. Knowledge in using technology to enhance speed and accuracy of administrative tasks.Demonstrated range of professional communication skills. Committed to quality performance with an ability to learn new procedures. Self-motivated; comfortable taking the initiative and working independently. **Background includes Sales and Business Development.** Adapt easily to fast-paced high-stress situations requiring attention to detail and follow-through. Motivated to work efficiently without direct supervision in busy environment, handling many tasks simultaneously; able to prioritize workload. Flexible, positive and responsive to change. **Looking for a challenging position with a reputable Group / Organisation that will allow growth into position of broader responsibility.**

Areas of Strength

- Marketing Strategies & Campaigns
- Sales & Marketing
- Market Research
- Business Development
- Planning & Organizing
- Customer Support (Communication)

Educational Qualifications.

Master Of Business Administration (55%)

Dr.MGR Educational And Research Institute, Chennai, India

B.Sc- Visual Communication (51%)

St.Thomas College of Arts And Science, Chennai, India

St.Antony's Matriculation Higher Secondary School, Higher Secondary (59%)

Career Path.

O3M Directional Marketing Pvt. Ltd. Chennai, Tamil Nadu

15th Jan 2014 - till date

- Working as **Business Development Associate** for the Google partnered company- full service online advertising and PR Agency.
- Meeting clients, getting their requirements and fulfill their needs, Ad campaign setup and structuring based on requirements, support to clients, follow ups, renewals, up selling and cross selling.
- Have a client conversion rate of 6:10.
- Got highest paid Advertiser in the budget of 15 Lakhs for 3months.
- Achieved targets, and got approximately 200 clients till date for the organization.
- Managing a small team of 2 members, help them with client meets and achieving targets.

Tespa Tools Pvt. Ltd.
Chennai, Tamil Nadu.

5th June 2013 –31st December 2013

- Worked as **Business Development Associate** to promote the company's products and provide service to the prospective clients.
- Generate new clients for the company and get more business from the existing clients.
- Provide service and coordination for all projects.
- Interacting with clients and agencies.
- Organizing in-house training programmes.
- Maintaining of confidential files and documents
- Doing market research analysis and effectively penetrate through the competitive industry.

Internship:

- Worked as Management Trainee at SS Motors Pvt. Ltd. for 2 months.

Projects:

- Study on effectiveness of Training and Development at CSS Corp Pvt. Ltd (6 months).

Achievements:

- Highest Online Advertising Medium (O3M Directional Marketing Pvt. Ltd. 2014).
- Got the "Event Coordinator" post for the Management Event at Genertia 2013 event held at Dr. M.G.R. Educational and Research Institute.
- Got the "Achiever" recognition for participating and winning in various events held at Dr. M.G.R. Educational and Research Institute.
- Runner up in "Zonal Hockey Tournament", 2005-2006 for St. Antony's Matriculation Higher Secondary School.

PERSONAL DETAILS

Languages Known

English, Tamil (Read, Write, Speak).

Personal Details

Date Of Birth	:12/11/1988
Fathers' Name	: Rajarathinam (Retired CI)
Mother's Name	: Joice.T(Retired Head Mistress)
Gender	: Male
Marital Status	: Married
Nationality	: Indian

Declaration:

I hereby declare that all the particulars of information stated herein above are true and correct to the best of my knowledge and belief

Place : Chennai

(MERLIN JOSE.R)