

# Abirami Sathya G

## MARKETING COMMUNICATIONS

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### EXPERIENCE

#### **Senior Field Marketing Executive (05/2017–10/2018) – 15 Months**

***Blue Star Limited, Chennai***

- BTL activities for the Commercial Air Conditioning Division
- Internal branding
- Customer segmentation analysis and reporting
- Sales employee performance analysis
- Oversee marketing lead generation
- Collateral designing (Manuals, product catalogs)
- Event management (Conducting product launch, dealer meets, plant visits, executing foreign travel schemes for top performing dealers and employees)
- Participation in industry conferences and events

#### **Marketing Intern (05/04/2016 – 31/05/2016) – 8 Weeks**

***Yusen Logistics (India) Pvt., Ltd, Bengaluru***

- Analyzed the brand equity and potential market for the company
- Framed the branding strategies for the company
- Created the business communication tools – Company brochure
- Shadowed the business presentation to prospects

#### **Programmer Analyst Trainee (09/2014–06/2015) – 9 Months**

***Cognizant Technology Solution, Coimbatore***

- Certified as Tester in Quality Engineering and Assurance department
- Interacted with both domestic and foreign clients and helped in addressing and resolving production issues
- Responsible for documentation in Quality Control tool

### EDUCATION

- **MS (Business Analytics) – First class**  
University of Buffalo/State University of New York
- **MBA (Marketing) – First class**  
Amrita School of Business, Bengaluru/Amrita Vishwa Vidyapeetham University
- **B.E (Aeronautical Engineering) – First class**  
Kumaraguru College of Technology/Anna University(Chennai)

### SKILLS

- Work with strict dead lines
- Strong analytical and interpretation skills enabling fact based decision making
- Excellent presentation and networking skills
- Excellent communication skills and a keen visual sense
- Languages: Tamil (Native Language), English (Business fluent), Hindi (Business fluent)

