

L. Vinodh Kumar
9/120, Kerehada Village
Lovedale Post
The Nilgiris – 643 003
Mob: 94438 56383

Professional Summary

I'm confident and driven sales manager looking for an opportunity to take a step up in my career and lead a team to new levels of success. I enjoy the challenge of breaking new ground in business and I thrive on enabling my team to surpass sales targets. My ambition and enthusiasm have enabled me to represent some of the best-known products to national retailers and wholesalers. I am eager to use my experience and skills to build strong customer relationships for my employer's brands and to progress within the business.

Employment History

April 2016 - Present: Cleartrip - City Director - Activities

**November 1999 - April 2016: Sales Office - Pan India
Needle Industries (India) Pvt. Ltd**

Responsibilities:

- Built a full-scale sales operation from the ground up including database systems, recruitment of sales personnel and developing the sales and marketing strategies
- Developed the marketing campaign in collaboration with Advertising Agency that incorporated print, electronic media and the Internet
- Fast tracked through positions of increasing challenge and responsibility to be the complete incharge for all strategic marketing and sales plans
- In cooperation with marketing, launched new products nation wide
- Prepared and executed business, marketing and sales plans for the whole company.
- Managed a range of medium to large retail clients in my region, upselling and cross-selling as appropriate.
- Managed new leads and existing clients, pitching the expanding range of products.
- Joined senior management to market new products into traditional retail channels of distribution in the FMCG market.
- Maintaining and increasing sales of the company's products
- Establishing, maintaining and expanding customer base
- Servicing the needs of the existing customers
- Allocating areas to sales representatives
- Developing sales strategies and setting targets
- Monitoring the team's performance and motivating them to reach targets
- Compiling and analysing sales figures
- Possibly dealing with some major customer accounts myself
- Collecting customer feedback and market research
- Reporting to senior managers
- Keeping up to date with products and competitors.

October 1997 – November 1999 – Sales Officer
BPL connect – (Pagers)

Responsibilities:

- Determining marketing objectives and preparing annual budgets
- Planning marketing activities in conjunction with company's growth plan and working out strategies to execute the plan.
- Media planning as per the budget
- Developing marketing reports to be presented at the meeting of top management
- Lead the marketing programs for branding and lead generation
- Getting marketing collaterals, advertisements developed to help the company meet its target
- Over all responsibility of running various marketing campaigns – like getting newsletters, e- mail blasts sent to the customers
- Dealing with print, online and television media
- Ensuring successful participation in nation tradeshow, exhibitions and organizing other events like conferences, seminars etc.
- Managing the team of marketing executives.
- Developing training programs for the people in marketing team.

April 1997 – September 1997 – Marketing Executive
First Computers

Responsibilities:

- Software solution sales to educational institutions
- Lead generation through an integrated multi channel approach
- Drive partnership initiatives with Independent Software Vendors
- Sales support through creation of presentations, comparison documents and proposals
- MIS generation, market feedback
- Marketing measurement and analytics

STRENGTHS

- Extrovert
- Public Speaking
- Effective Interpersonal skills
- Would like to learn extensively through experience

ACADEMIC PROFILE

MBA – National College of Correspondence, New Delhi

B.A – English Literature – Bharathiyar University

Diploma in Marketing Management - All India Council for Management Studies, Chennai

PGDAM - Institute of Communication Management, Bangalore

PERSONAL PROFILE

Date of Birth: 02.02.1974

Marital Status : Married

E Mail : vinodh001974@yahoo.com

Languages Known: English, Tamil, Kannada and Hindi