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## VAISAKH AK



Marketing / sales executive with more than 2 years of experience in market research business development, especially skilled at maximizing profit while working with limited budget.

### PROFESSIONAL EXPERIENCE

#### Merchant enrollment executive(E-commerce)

**Paytm (1year) 23 May 2016 to 12 June 2017**

**Paytm** is an [Indian](#) electronic payment and e-commerce brand based out of Delhi NCR, India. Launched in August 2010, it is a consumer brand of parent company One97 Communications. The name is an acronym for "Payment Through Mobile".The company employs over 13,000 employees as of January 2017 and has 3 million offline merchants across India. It also operates the Paytm payment gateway and the Paytm Wallet.

- Develop brand awareness and marketing strategies
- Paperless merchant onboarding
- train the merchant how the application can use secularly
- Responded to client enquires
- Maintained close client communications while clearly defining marketing objectives
- Identified traditional online and social advertising and marketing opportunities.
- Making sure that the quality of service is up to mark

#### ACHIEVEMENTS

- Constantly achieved the target of 10 enrollment per day
- Increased the market share of the company among the competitors
- Timely executed the onboarding

#### Business promoting officer (1year)

**ART ENGINEERING & BUILDERS 15 April 2015 to 4 may 2016**

- Identify ways to increase sales of products and services
- Manage customer relations
- Aware about new trends in the field
- Held regular staff meetings to track progress of all ongoing projects
- Managed customer relations efforts for each client.
- Researching about the competitors' products and their prices

#### SOFTWARE SKILLS

- MS office
- Visual basic
- Tally

#### LANGUAGES KNOWN

- English
- Malayalam
- Hindi
- Tamil

### **ACHIEVEMENTS**

- Executed online based marketing program which resulted in increase of sales
- Controlled outstanding through timely collection of payments
- Achievement of sales target & business development in duster

### **PERSONAL STRENGTH**

- Friendly and outgoing personality
- Proven aptitude in acquiring new skills
- Commitment and reliability
- Strong work ethic
- Willingness to go to “extra mile”

### **QUALIFICATIONS**

Degree	Year	University/Board
M.B.A	2012-2014	Visvesvaraya Technological University
BBM(CA)	2009-12	Bharathiyar

### **PERSONAL PROFILE**

- Marital Status: Single
- Date of Birth: 11/may/1992
- Nationality: Indian
- Passport No: K4448718
- Place of Issue: India
- Current location: Dubai

### **DECLARATION**

I hereby declare that the statement given above are true and correct to the best of my knowledge and belief

Place: DUBAI

Date: