

VIGNESHWARAN K

Chennai TN, India 600058 | 7339461485 | romanvicky198@gmail.com

Profile

Automobile-related Marketing Executive with over 02 years and 4 months of experience in managing and growing key client relationships. Proven track record of achieving sales targets, driving revenue growth, and enhancing client satisfaction. Skilled in strategic planning, negotiation, and problem-solving, with a strong ability to analyze client needs and deliver tailored solutions. Adept at collaborating with cross-functional teams to ensure seamless service delivery and client success. Committed to fostering long-term partnerships and contributing to the overall business objectives.

Experience

MARKETING EXECUTIVE | ZF CVCS | APRIL-23 – PRESENT

- Prepare daily sales reports and develop end-of-day sales strategies. Share dispatch details with customers.
- Analyze market trends and suggest strategies to boost revenue.
- Conduct forecast planning and raise budgets accordingly.
- Follow up with customers to ensure timely payment for outstanding invoices.
- Track invoices until they are successfully delivered to customers.

Purchase Orders and SAP Management:

- Create purchase orders and requisitions and manage customer sales orders in SAP.
- Visit customer locations for payment collections and technical discussions.
- Upload customer orders on SAP as per their requirements, both on a monthly and daily basis.
- Understand customer needs and offer solutions for successful project implementation.
- Create Bills of Materials (BOM) for new products and update customer data in SAP.
- Maintain strong customer relationships for long-term partnerships.

Quotations and Samples:

- Generate quotations, Proforma invoices, and IOM documents.
- Identify new customers and provide free samples based on their needs.
- Raise sample requests and coordinate with the production team to dispatch them.
- Collaborate with project teams on new initiatives.
- Support colleagues to ensure project completion within deadlines.

Product Launch and Feedback:

- Oversee the launch of new products and ensure proper application signoffs.

- Gather customer feedback post-launch to improve the product or service.
- Use VBA and pivot tables to generate sales reports efficiently.
- Review customer account statements and establish appropriate payment terms based on annual turnover.

Payment Collection and Invoice Management:

- Collect payment advice from customers to clear outstanding receivables.
- Provide a billing team with instructions to verify GST and HSN codes as per customer purchase orders.
- Monitor and ensure on-time delivery of products, with proper gate entry numbers and invoice matching.
- Obtain proof of delivery (POD) from transport services post-delivery.

Sales Target and Market Growth:

- Work diligently to meet monthly sales targets, ensuring customer operations are unaffected.
- Maintain visibility for future business growth opportunities and secure orders that drive revenue.
- Support government and defense supply projects to avoid any late delivery penalties.
- Upload necessary documents to the GEM portal for payment processing after completing deliveries.

Customer Support and Communication:

- Provide 24/7 customer support and address any inquiries promptly.

Forecasting and Planning:

- Manage forecast and Material Requirements Planning (MRP) for the upcoming months.
- Monitor the Gem portal for new tender opportunities and explore ways to capture additional business.

B2B Sales and Services:

- Experienced in B2B sales and services, ensuring smooth processes across all stages of the sales cycle.

Product Knowledge:

- Strong product knowledge in Braking Systems and Commercial Vehicles.

Technical Skills:

- Proficient in **SAP MM (Materials Management)** – Procurement, Inventory Management, Invoice Verification, and Material Master Data Management.
- Knowledge of **Product Pricing** for Braking Systems and Commercial Vehicles.
- Expertise in **Tender Participation**, bid preparation, and supplier negotiations.
- Experienced in **CQ (Customer Quotation)** Product specifications, volume declaration, price negotiation.

- Product Knowledge on **Heavy Equipment & Construction Vehicles**, including tractors, cranes, and loaders.
- **FCM** Price Working for Existing customers and **TP Price** working for Import Orders.
- **ADAS**: Sensor Integration (LiDAR, Radar), CAN Diagnostic

Course

Studied Full stack developer course on Q spiders.

Interest

Reading books and learning Language

Education

BACHELOR OF ENGINEERING | JUNE 2021 | SSCE COLLEGE, TAMILNADU, INDIA

HIGHER SECONDARY SCHOOL | JUNE 2017 | GHSS , TAMILNADU, INDIA

Technical Skills

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|--------------------------|------------------|
| • SAP SD | • MICROSOFT SUIT |
| • SAP MM
(basic) | • SQL BASIC |
| • SAP
FICO(Basic) | • GEM PORTAL |
| • HTML AND CSS | • PLM SOFTWARE |
| • Customer SRM
Portal | |

Activities

Art and Content
creation.