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|  | Abishek Venugopal  Phone: (+91) 8089027666  E-mail: abishekvenugopal@gmail.com |  |

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|  | PROFILE  Talented, results-producing Marketing Professional with a proven record of accomplishment in planning and leading comprehensive marketing strategies in support of business goals and objectives. Expertise in directing the creation of marketing tools and steering the execution of marketing programs. Demonstrated success driving growth in targeted markets through implementation of key projects. Solid leadership skills; able to build and guide top-performing marketing teams. Adept at communicating with management, vendors, and internal departments to coordinate overall marketing efforts.   |  |  | | --- | --- | | * Strategic Market Planning | * New Market Penetration | | * Marketing Collateral Development | * Market Research & Analysis | | * Web Development & Management | * Team Building & Management | | * Direct Marketing Programs | * Budget Preparation/Administration |   PROFESSIONAL EXPERINCE  Sales & Marketing Manager  Perfect Builders, Kottayam  - [Ongoing since 2014, February]  Define strategy for and develop, execute, and manage comprehensive marketing plan encompassing integrated marketing initiatives designed to penetrate and grow targeted markets. Communicate with customers, management, internal departments, and vendors to coordinate overall marketing effort in accordance with corporate goals. Plan and carry out regional market research and analyses. Play integral role in programme development activities. Lead and direct forward-thinking marketing team.    **Major Responsibilities**   * Oversee the Management of the team and finance functions of the department. * Ensure compliance of the clients and maintain good services. * Ensure the physical welfare, well-being and professional development of the staff by ensuring regular staff briefings and trainings. * Create a monthly list of Prospective and Strategic Clients. * Sustain a Potential Monthly Funnel list based on Product. * Weekly report to review: new contacts, customers visit schedules, compliance, events taken place in the hotel, sales, revenue earned by each department. * Weekly forecast Report and Performance Review. * Monthly accurate Forecast on Commit and best case Target. * Maintain systematic database of all the relevant customers. * Act as a proactive sales consultant to maintain and retain these high visibility customers keeping in mind the long term relations and increases their satisfaction * Maintain regular communications with the higher management and coordinate sales with the other competitors to ensure that the product and service offered is up to the mark and to maintain the Goodwill. * Directly reporting about the sales and the staffs to the Managing Directors. * Motivate the team and boost their morale to achieve the team targets. * Bring up each staffs to their best level in order to work with dedication.   Programme Manager  A4A Hospitality Pvt. Ltd- Crowne Plaza, Kochi  - [March to September, 2013 ]  To manage the day–to-day planning, operation and problem-solving of a team of executives to meet with the required service level components, standards and sales targets of the hotel. Also to develop the team to ensure delivery of a consistently superior customer experience by highly knowledgeable and customer-focused agents and to act as the communication to analys market trends to offer creative solutions.  **Major Responsibilities**   * Oversee the Management of the team and finance functions of the department. * Responsible for the management and growth of the Hotel data and the targeted use of the database. * Ensure compliance of the clients and maintain good services. * Ensure the physical welfare, well-being and professional development the staff by ensuring regular staff briefings and trainings. * Create a monthly list of Prospective and Strategic Clients. * Sustain a Potential Monthly Funnel list based on Membership. * Achieve a higher sales volume in Kochi market for Crowne Plaza. * Weekly report to review: new contacts, customers visit schedules, compliance, events taken place in the hotel, sales, revenue earned by each department. * Weekly forecast Report and Performance Review. * Monthly accurate Forecast on Commit and best case Target. * Maintain database of all the Guests, Events, Packages, Invoices, and Payment Receivables. * Act as a proactive sales consultant to maintain and retain these high visibility customers keeping in mind the long term relations and increases their satisfaction * Maintain regular communications with the higher management and coordinate sales with the other competitors to ensure that the product and service offered is up to the mark and to maintain the Goodwill. * Directly reporting about the sales and the staffs to the Managing Directors. * Motivate the team and boost their morale to achieve the team targets. * Bring up each staffs to their best level in order to work with dedication.   Senior Sales Executive  Perfect Builders, Kottayam  - [ January,2012- March2013]  Coordinated with various domestic and international clients for making sales. Managed team of executives of the department to ensure achievement of all sales goals. Provided, exceptional levels of customer services to retain customers. Prepared sales contracts and all Performa invoices required in sales process. Participated in various meetings and provided necessary feedback.  **Major Responsibilities**   * Generate new business and ensure growth of existing customers. * Keep & update sales database & filing of documents, including database of Prospective & Existing Clients Lists * Arrange Presales meetings with the prospective clients and carry out demos for sale so as to meet customer points and fill up the gaps. * Responsible for getting the works done by the subordinates. * Making important decisions regarding the promotions and other activities which helps in improve the stand of the company among the competitors * Drafts quotations for respective approvals, sends them by fax, mail or email whenever asked & keeps database thereof for further follow up. * Directing the staffs to follow up the compliance and reviews. * Motivate subordinates to conquer new areas to improve sales. * List of Meetings, arranged with clients, to be attended by the staff. * Achieve a higher sales volume in Kottayam market for Perfect Builders. * Maintain a list of Prospective clients & contact Details. * Coordinate activities with the staffs and other branches. * Conduct market research and identify potential markets. * Manage loyalty and customer service programs * Interact with customers to provide information in response to inquiries about products and services and to handle and resolve complaints   EDUCATION   * Masters in Business Administration- International Business Management ( under Bharathi University, Chennai) * Graduated in Business Administration (under Dr. Bhimrao Ambedhkar University, Agra) * Under-graduation in stream of Commerce   **COMPUTER KNOWLEDGE**   * **Operating System:** Windows Server 2000, 2003 & 2008, XP / Vista / Windows 7, Windows 8, MAC, Remote desktop * **Software knowledge:** MS Office, Power point, MS Excel   **STRENGHTS**   * Time management skills, energetic and problem solving capabilities. * Sense of responsibility, creative, resourceful and willing to learn. * Excellent skill in communication and collaboration. * Ability to adapt quick response for any kind of environment. * Positive attitude, enthusiastic, hardworking, honest Team player. * Positive approach with confidence to take up any given assignments. * A motivated individual with excellent health.   **PERSONAL DETAILS**  **Date of Birth** : 10th December, 1990  **Sex**  : Male  **Nationality** : Indian  **Hobbies** : Reading, Traveling  **Languages** : English, Malayalam and Tamil  **Driving License** : Valid  **PASSPORT DETAILS**  **Passport No :** H4644348  **Date of Expiry :** 25-06-2019  **Place of Issue :** Cochin  **DECLARATION**  All above information are true and correct to the best of my knowledge and belief that I shall serve your Company at my best if, given an opportunity to render my skills and abilities to a suitable assignment and position.    **Abishek Venugopal** |

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