

KIRAN. K. LAL



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PROFESSIONAL SUMMARY

➤ **Marketing Manager offering 9 years of experience in pump Industry.**

SKILLS

- Brand Development
- Market Positioning
- Budgeting and Allocation
- Client Communication
- Strategic Planning
- Market Analysis
- Product Development
- Budgeting
- Product Forecasts
- Brand Management
- Sales Reporting
- Sales Training
- E-mail and direct mail marketing campaigns
- Public Relations

WORK HISTORY

Marketing Manager; 2020 to 2021

Econovo Energy Solutions

- Brand developing
- Finding out new customers
- We are also dealing with building material sector

Marketing Manager, 01/2019 to 2020

Blue Dismond Agencies – Kochi, (Brand: Kirloskar)

- Capitalized on industry and marketplace trends to strategize solutions and enhance business operations.
- Developed creative sales tools, including presentations, trend reports, kitted assets and product data sheets.
- Built brand awareness and generated leads while managing internal and external marketing campaigns and programs
- Worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings.

Sales Engineer 11/2017 to 12/2018

INMA Co Oman LLC – Seeb, Muscut Governorate (Brand: Xylem)

- Worked with consultant & clients to understand requirements and provide exceptional technical and service support
- Received training and certification from XYLEM to represent brand, explain technical functions of mobile devices and guide product selection by customers
- Recommended changes, improvements or deletions in products according to customers feedback.
- Submitted monthly reports, including booking forecasts, monthly highlights and CRM entries

Project Manager, 07/2016 to 10/2017

Techno Tech Technologies – Deira, Dubai (Brand: Grundfos)

- Accordingly were duties that I absorbed (from the management) upon projecting my ability to take on and execute additional responsibilities
- Increased effectiveness of bidding process by reviewing contractor scopes and materials takeoffs.
- Created and maintained schedule to protect company from dead-deal expense while meeting contractual obligations
- Took active role in company growth by consistently providing quality customer service to promote growth and retention.

Project Engineer, 08/2013 to 06/2016

Fast Solutions Contracting & Engineering LLC (Brand: Ariston/ Grundfos)

- Fast Solutions Experience in working for clients like DEWA, Hilton Hotels and UAE
- Al Qusais: Dubai Defense & Major Contractors
- Responsible for growth of core customers in previously unfocused emirates (Personally responsible for adding 10 core customers from the mentioned parameter)
- Successfully converted existing and newly identified customer channels to utilize core products, thereby comprehensively increasing bottom line.
- Product list: Packaged pump sets (Transfer, Booster, Sewage Pump Set, Chilled Water, Circulating Pump set, Irrigation Pump Set. Drainage Pump Set).
- Heating system Thermal System (Normal and Forced System)
- Sales Manager Assessment and monitoring of the regional market (continual evaluation of Techno Tech Technologies prestigious projects in countries outside UAE to assess feasibility of execution and reporting to the upper management), understanding the Dubai relative industry trends and adjusting sales and marketing strategies.

EDUCATION

- Mechanical Engineering, 2012
CMJ University – Jorabat, ML

- High School Diploma: 2008
St. Thomas Higher Secondary School – Thiruvananthapuram, KL

- Sr.Elizabeth Joel CSI English Medium Higher Secondary School – 2005

- NDT, QC & Pipping Engineering, 2012
St. Johns Institute - Pathanamthitta

ACCOMPLISHMENTS

- ❖ Client : SREE GOKULAM RESORTS INDIA PVT LTD; Supply of KSB Make Hydro Pnumetatic system

- ❖ Client RAK PROPERTIES Project: FLEMINGO VILLAS (172 G+1 Villas) Contractor : HI ELECTRICALS RAS AL KHAIMA (AL NUAMI GROUP) Role: Preparing hydraulic calculation for water pump set, Designing based on the consultant comments, Preparing compliance statement, drawings and Technical submittal, Preparing Estimation sheet and quotation, Attending consultant and contractor meeting, Sales etc.

- ❖ Project: FERRARI WORLD Contractors: TWO-FOLD UNITED Role: Sales, Design and Supply of Submersible water pump set.

- ❖ Client HAMRIYA FABRICATORS FZC SHARJAH Project: LABOUR ACCOMODATION (35 G +2 BUILDINGS) Contractors: HAMRIYA FABRICATION Role: Preparing hydraulic calculation for water pump set, Designing based on the consultant comments, Preparing compliance statement, drawings and technical submittal, Preparing Estimation sheet and quotation, Attending consultant and contractor meeting, Sales etc.

- ❖ Project YATEEM DAY CARE CENTER ABU-DHABI Contractors: TWO-FOLD UNITED Role: Sales Design and Supply of water pumps.

DECLARATION

I hereby declare that the details furnished above are true to the best of my knowledge and belief.

Place : Varkala

Date :23/11/2021

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