**** **K.S.SUMESH**

“Manjadi”

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Udayamperoor, Thripunithura.

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**Objective:**

As a part of better career aspiration, seeking a position in a more reputed organization, to utilize my skills and abilities that offers professional growth while being resourceful, innovative and flexible, and eventually use my strategic and planning skill in the field of marketing and management.

## Academic Qualification

* Bachelor of Business Administration – Marketing.
* Master of Business Administration – Marketing.

**Profile at a glance**

* Current Employer ‘’iBELL” M/s: INNOVATIVE TECHNOLOGIES
* Current location South India, Based at Cochin.
* Professional Experiences 19, Years till now.
* Current Designation AGM – Sales & Marketing.

##### Functional responsibilities at a glance.

Channel Sales, Business Development, Market Survey, Planning and implement new strategy, service coordination, Promotional Meets, Product Developments, Following ATL & BTL, Brand Promotion, CR activities, Product Presentations, Providing Training and finally Reporting to the Management.

* **Current job profile.**
* Achieving the sales targets set by the company following concerned Distributors, Dealers and Institutional through Marketing team.
* Responsible for M/s: Innovative Technologies’ ATL & BTL target.
* Managing Distribution Channels of the company.
* Inventory management and pricing.
* Effective managing of the budget and assured the benefit.
* Planning schemes to dealers and distributors for sales promotions.
* Managing the supply of stock from company to distributors, and thereafter to dealers.
* Co-coordinating and monitoring the work of area executives and distributors and reporting to the management.
* Focusing untapped areas and expand dealer network for catering their requirement.
* Production and inventory planning with the coordination of production Department.
* Conducting market surveys and catering the requirement for developing new product lines for the better mind of the company.
* Discussion with institutions for catering their requirement, preparing quotations and then finalist with the concerned.
* Conducting meetings and giving the targets for each month and quarterly projections to each executives, by strictly monitoring and follow up for achieving the monthly/quarterly and annual goals.
* Planning Advertisement strategies for publicity and sales promotion i.e., through Electronics media, press media, road shows, POP materials, ground activities and others.
* Conducting promoter’s meets, and exhibitions for increasing product/brand awareness.
* **Professional Experience**
* **M/s V-Guard Industries LTD** - (Company which manufacturing and marketing of consumer electronics, Electrical and electromechanical products) from 19th April 2004 to 8th December 2014 **[10 years 8 Months]** as a **Manager Marketing – Kerala** & additional responsibility for the state of Odisha for distribution support for 1 year.
* **M/s: Kirloskar Brothers Limited**, (Company which manufacturing and Marketing Pumps and Motors) From 2015 January 5th to 14th November 2017 as Kerala Branch Manager - Marketing – Distribution and Administration **(Manager – Distribution).**
* **M/s: Usha International LTD -** From 2017 November 15th to 19th June 2019 as **Sr. Manager Sales & Marketing – Kerala.** To taking care the state of Kerala’s Sales and Marketing activities.
* **M/s: Maya Appliances – The Mother company of “ PREETHI” &** “**VIDIEM”** From July 2019 to July 2020 associated as a Branch Manager for Kerala.
* Taking care the full responsibilities of the whole marketing activities of the branch and committed to the management for achieving the set target.
* Regular follow up and updating information's from various sources for using product development and up gradation.
* Control and monitoring all area wise district executives’ day today activities and planning distributor target as well as dealers.
* Inventory management and production planning.
* Advertising and publicity monitoring.
* Budget management and assuring for keeping profitability.
* Monitoring and assuring the effectiveness of the after sales services.

###### Personal Information

Full Name              :  K.S.Sumesh

                            Age                        :  41 Yrs.

                            Date of Birth         : 17th February 1979

                            Marital Status         :   Married

                            Nationality           :   Indian

     Languages Known : English, Malayalam,and Hindi [read, write and speak][hindi not fluent]

Thanking You.

Yours Truly,

 K.S.Sumesh