**T. Balkeshav Rao**

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**Summary**

With an extensive experience in the field of sales, marketing coordination and commercial execution, I am looking to work in an organization wherein I can utilize my skills to liaise with stakeholders such as distributors and dealers to create new channels and drive sales. I possess a vast set of skills pertaining to marketing activities which I have picked up during my 10+ years of work and would like to help companies achieve their growth targets.

**Professional Experience**

**Senior Executive – Marketing and CRM, AMCO Batteries Ltd. (TAFE power source division)**

**Chennai - 09/19–Present**

* Resolve customer complaints quickly and effectively.
* Promote high-quality sales, supply and customer service processes
* Approach potential customers to establish relationships
* Understand customer needs and develop plans to address them
* Manage and train resources to ensure quality and consistency of service to customers.

**Senior Executive – Sales promotion coordinator, TAFE Ltd**

**Chennai - 09/16 – 09/19**

* Brand visibility as per the agreed guidelines across all branches designated.
* Liaison with sales teams to ensure all branch requirements are fulfilled within agreed timelines - Internal branch branding, Boards requirements, brand marketing collateral requirements
* Execute national campaigns at a regional level and track usage of the campaign at the branch level
* To ensure all marketing requirements are fulfilled for all branches. Product launch support, ensuring that all support required toward product launch is provided i.e. designing and executing launch event as per predesigned templates, activities in key areas around to ensure footfall for the event
* Distribution channel support - Provide support to all distribution channels for customer accusation.
* BTL and Activation support - BTL activities in PAN India for catchment area for lead generation and business accusation. Design execute and liaison with vendors to ensure maximum returns on the investment
* Event Management - Execute all customer, partner and internal events for PAN India
* MIS and tracking - Effective MIS management on all the leads that are generated out of BTL activities or events.
* Budgets management - Execute all marketing requirements within a specific budget that is preapproved. Effective budget management to ensure that we get maximum returns on the investments
* Monthly report to our management team on various opportunities that can be evaluated for effective business support
* Ensure all activities are compliant to the necessary guidelines

**Sales Executive, TAFE Ltd**

**Chennai - 04/13 – 09/16**

* Responsible for B2B, govt, Instutional and OE sales support.
* Checking tender news thoroughly on a weekly basis and submitting tenders timely by gathering the required information, documents prices, etc. before the due date
* Track sales orders to ensure that they are scheduled and sent on time
* Contact potential customers to arrange appointments and make follow-up calls to confirm sales orders or delivery dates
* Prepare reports including sales analysis, as well as sales reports, sales-order status, sales agreements, in-time proposals, and presentations
* Coordinate with the customers to ensure that the receivables are collected on time
* Maintain sales data, market trends, forecasts and new product information; relaying customer services requests.
* Responsible for collecting of payments, "C" Forms and other important things.

**Office assistant, Cadmach Machinery Co. Pvt Ltd**

**Chennai - 2012 – 2013**

* Responsible for general office management duties about meeting room management, stationery& supplies, office operations, and supporting the FM
* Support the senior management in secretarial functions as and when required
* Handle the preparation of quotation, temporary proforma invoice,
* Responsible for forwarding Purchase Orders and coordinating with sales & planning team
* Maintain monthly booking details, prepare a sales report, and pending sales report
* Assist in vendor relationship management, maintain account details, branch expenses, and other commercial details
* Responsible for collecting of payments, "C" Forms and other important things

**Office coordinator, AESSEAL India Pvt Ltd**

**Chennai – 2010 - 2011**

* Coordinate with the sales team by managing schedules, filing essential documents and communicating relevant information
* Respond to complaints from customers and provide after-sales support when requested
* Responsible for informing clients about unforeseen delays and problems
* Monitor the team's progress, identify shortcomings and propose improvements
* Assist the preparation and organizing of promotional material or events
* Support the Finance team with Accounts Receivables and Payables, and other daily tasks
* Handle the preparation of quotation, temporary proforma invoice,
* Responsible for collecting of payments, "C" Forms and other important things

**Payer Relationship Executive, e4e Nittany Healthcare Service Division**

**Chennai - 2007-2008**

* Processing the Doctor's Claims
* We working for Insurance Company
* By using all insurance policy paying and denying Claims

**Experience & Skills**

* Brand Enhancement
* Marketing Coordination
* Vendor Management
* BTL Activation
* Vendor Management
* Event Management
* Production Controller - Marketing Collaterals, POP, Uniforms and Corporate Gifting materials
* Sales Promotion Execution
* Business Development
* Customer Services
* Office Administration
* Administrative Assistance

**Technical Skill Set**

Microsoft Office 365 suite

Tally ERP 9

SAP

Photo editing software’s

**Educational background**

**B.Sc. Plant Biology and Plant Biotechnology, University of Madras**

Chennai, India: 2002-2005

**Diploma in Computer technology, SISI**

Chennai, India: 1999 - 2000

**Hobbies and Interests**

Photography

Cricket

Football

**Languages**

Hindi

English

Telugu

Tamil