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| M.Mithina Kumar  Sales & Marketing Manager  A person wearing a suit and tie smiling at the camera  Description automatically generated   |  | | --- | | Personal Info |     Address  No:549, 5th floor , M block  Amarprakash Temple Waves  Kundrathur  Chennai - 600069  **Phone**  INDIA - +91 979 112 4471  E-mail  mmithinakumar@gmail.com  Skype – Michael.brain83  **Whatsapp** - +919791124471     |  | | --- | | **Skills** |     **Advertising** strategies    Excellent  Self-motivated    Excellent  Employee management    Excellent  Employee presentations    Excellent  Social integration    Excellent  Commercial production    Excellent  Event coordination    Excellent  Powerful negotiator    Excellent  Scheduling    Excellent  Financial planning    Excellent  Promotional planning    Excellent  Cost estimates    Excellent     |  | | --- | | **Languages** |   **English , Hindi, Tamil**  **Marital Status**  Married    **Date Of Birth**  **07/02/1983** | Experienced in Sales and Marketing with over 14 years of experience in IT & Non IT , Medical, Packing Industry Etc., . Excellent reputation for resolving problems, improving customer satisfaction, and driving overall operational improvements. Consistently saved costs while increasing profits.     |  | | --- | | **Work History** |      |  |  |  |  | | --- | --- | --- | --- | |  | 2018-08 - Current |  | **Sales and Marketing**  ***Esthell Cargo Packing & Lashing Solutions, Chennai, Tamil Nadu***   * setting packing solutions for industrial companies, OEM, container stuffing & Lashing , Planning of Containers. * Established and adjusted selling prices by monitoring costs, competition and supply and demand. * Predicted shifts in regional and national marketplaces using current industry knowledge to stay ahead of competition. * Collaborated with internal teams and suppliers to evaluate costs against expected market price points and set structures to achieve profit targets. * Worked diligently to resolve unique and recurring complaints, promoting loyalty and enhancing operations. * Remained responsive to changing targets by preparing monthly, quarterly and annual sales reports and forecasts. |  |  |  |  |  | | --- | --- | --- | --- | |  | 2016-06 - 2018-07 |  | **International Marketing Manager**  ***Indigo Womens Center Hospital, Chennai, Tamil Nadu***   * Monitored social media and online sources for industry trends. * CME Meetings with International Local doctors * Meetings with Medical Tourism Agencies. * 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. * Developed insights on marketing campaigns to assess performance against goals. * Worked with advertising teams to create, deploy and optimize marketing initiatives for Fertility & Laparoscopy customers. * Achieved profitability goals by developing and implementing all Domestic and International commercial activities. * Built and strengthened strategic relationships with Facilitators from Bangladesh, Srilanka, Oman, Maldives, Africa, etc., advertising agencies and leading Medical Tourism partners. * Considered business demands and customer preferences when developing pricing structures and marketing plans. * Reduced marketing costs by streamlining marketing roles, leveraging communications materials, monitoring budgets, and developing protocol. |  |  |  |  |  | | --- | --- | --- | --- | |  | 2015-01 - 2016-05 |  | **Marketing Manager**  ***ASKME.com, Chennai, Tamil Nadu***   * Developed and implemented favorable pricing structures balancing firm objectives against customer targets. * Consulted with product development teams to enhance products based on customer data. * Helped incorporate product changes to drive customer engagement and firm profits. * Devised and deployed online marketing plans with effective SEO, social media and viral video campaign strategies. * Worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings. * Compiled product, market and customer data to forecast accurate sales and profit numbers. * Captured new customers by optimizing business strategies and launching products to diversify offerings. * Briefed senior executives on monthly projections, product launches and other marketing plans. * Grew new business connections by strategically networking with industry experts. |  |  |  |  |  | | --- | --- | --- | --- | |  | 2012-01 - 2014-12 |  | **Marketing Manager**  ***RED BOX Chennai, Chennai, Tamil Nadu***   * Consulted with product development teams to enhance products based on customer data. * worked with Group of Software development Team for the needs of Software requested by various clients needs. * Handling key Accounts. * Improved product marketing objectives by constructing communication initiatives and branding strategies to increase client outreach. * Worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings. |  |  |  |  |  | | --- | --- | --- | --- | |  | 2006-11 - 2011-12 |  | **Regional Sales Manager**  ***Gunnebo India Ltd, Chennai, India***   * Contacted key accounts regularly and achieved high satisfaction scores by routinely re-assessing needs and resolving conflicts. * Meetings with AGM , DGM of ALL Regional Leading Banks like Indian Bank, IOB, SBI, BOI, KVB, Canara Bank, Syndicate Bank etc., * Handling Sales Team Regional Wise . Chennai , Pondicherry, Trichy , vellore etc., * Assessed each location's individual and team performances, analyzing data trends to determine best methods to improve sales results. * Achieved regional sales goal of 4-6 crores by completing audits, resolving problems, training staff members and completing action plans. * Created new sales and promotional methods. * Achieved consistent growth of over 95% across 5 years with company, frequently overcoming challenging marketing conditions to bring in dramatic results. * Monitored weekly, monthly and quarterly achievement goals. * Earned top performer awards for 5 years in row due to high sales volumes. * Directed work of efficient administrative team maintaining accurate sales, inventory and order documentation. * Maintained long-term customer relationships to consistently increase sales. * Worked diligently to resolve unique and recurring complaints, promoting loyalty and enhancing operations. |  |  | | --- | |  |  |  |  |  |  | | --- | --- | --- | --- | |  | 2004-05 - 2006-10 |  | **Business Development Executive**  ***Jesuma IT Solutions Pvt Ltd, Chennai, India***   * Handling Wipro Range of Products - Desktop, Laptop, Servers etc., * First person to explore the Market in Andaman and Nocobar Island for WIPRO Range of Products . * Achieved my Goals and Targets set by my company. * Built and strengthened productive and valuable industry partnerships to drive collaboration, engagement and revenue stream development. * Consistently exceeded quotas through penetration of new accounts. * Developed new business opportunities by effectively communicating product lines to leading international corporations. * Identified and pursued valuable business opportunities to generate new company revenue and improve bottom line profit. |  |  |  |  |  | | --- | --- | --- | --- | |  | 2003-05 - 2004-05 |  | **Business Sales Executive**  ***Broadline Computer Systems, Chennai, India***   * Analyzed marketing data, including market trends, competitor performance and product strengths. * Submitted monthly reports, including booking forecasts, monthly highlights and CRM entries. * Gained customer acceptance by demonstrating cost reductions and operations improvements. * Contributes to sales engineering effectiveness by identifying short-term and long-range issues and recommending courses of action. * Prepared cost estimates by studying customer documents and consulting with project managers. * Attended trade shows and seminars to promote products and learn about industry developments. * Devoted special emphasis to punctuality and worked to maintain outstanding attendance record, consistently arriving to work ready to start immediately. |      |  | | --- | | **Education** |      |  |  |  |  | | --- | --- | --- | --- | |  | 2000-03 - 2003-03 |  | BACHELOR **: BSC Maths**  *Madras University -* Chennai |  |  |  |  |  | | --- | --- | --- | --- | |  | 1999-06 - 2000-02 |  | **12th : Maths Physics Chemistry Computer Science**  *Leo Matriculation Hr Sec School -* Chennai |   ***Declaration***  *I Hereby assure you that the above given details are true to the best of my*  *Knowledge.*  *A close up of a logo  Description automatically generated*  *Signature*  *Date : ( M.Mithina Kumar )* |

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