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**A.M.Raqshan,**

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**Profile Summary**

Professional with Brand Marketing and Business Advisory in Product Sales & Distribution, having over 15+ years of experience in product launches, Store launches, Nurtured and managed business operations with unique blend of strength in both strategic and operation planning.

* Demonstrated expertise in identifying business requirements, implementing changes, and ensuring process improvements to streamline processes.
* Adroit in coordinating with management across levels.
* Ability to gauge customer’s needs and translating it to drive business strategy.
* Mentoring team members to achieve organizational objectives ensuring their professional development.
* Effective trainer and an able team player combining sound communication skills, presentation skills and negotiation skills with analytical and leadership capabilities to enhance overall business performance.
* Aptly using interpersonal skills within the organizations and active team member across cross functional departments.

**Professional Expertise**

* Product and Brand Management.
* Retail Marketing & Communications.
* Business & Brand Advisory.
* Visual Merchandising.
* ATL & BTL Promotions
* Operations management and sales
* Event Management.
* Rural Marketing.

**Career Synopsis:**

* **Sr. Project Consultant in Brand Marketing Advisory** with **Ernst & Young EY** <https://www.ey.com/in/en/home>of their APSFL (Andhra Pradesh state fiber limited, Govt of AP) Advisory & managing their brand promotion initiatives based at Vijayawada from 1st April 2019 to till date
* **Lead Branded Retail Marketing & Communication** with **TATA DOCOMO,** India’s leading telecom Brand of TATA TELESERVICES LTD. Based at Hyderabad heading Andhra Pradesh & Telangana states from July 2012 to April 2018. <http://www.tatadocomo.com/>. Also catered the same responsibilities n other states like Kerala and North East (Bihar & Jharkhand).
* **Circle Head Marketing &VM** –for **MORE Supermarkets**, was part of India’s best neighborhood retail chain brand of Aditya Birla Group, heading Andhra Pradesh and Telangana operations based at Hyderabad from September 2011 to July 2012.<http://www.morestore.com/>
* **Manager Brand Marketing**–**Tata Indicom,** India’s leading telecom Brand of TATA TELE SERVICES LTD, based at Hyderabad heading Andhra Pradesh and Telangana operations from June 2006 to Sep 2011. <http://www.tataindicom.com/>
* **Asst Manager**, Retail Marketing in **Spencer’s Retail Limited** of RPG Group from August 2004 to June 2006 based at Visakhapatnam, Andhra Pradesh. <http://www.spencersretail.com/>
* **Area Marketing Officer** – **Larsen & Toubro Ltd (**ECC–Construction Group of RMC division), based at Visakhapatnam from Feb 2002 to August 04. <http://www.lntecc.com/>
* **Eentrpenuer journey as an Event Manager** brandedas **UNV Entertainments,** based at Visakhapatnam, Andhra Pradesh from June 1996 to Jan 2002.

**Key Competencies:**

**Brand Planning & Strategy**

* Driving key metrics of brand portfolio through below the line marketing programs
* Drive brand salience by creating properties to earn TOMA.
* Strengthen the brand proposition through consumer engagement initiatives
* Preparing creative, media, and PR briefs to establish alignment to the brand plan.
* Prepare the Go to Market strategy and marketing plan for the brands
* Develop marketing strategies and brand building exercises to increase market share.
* Bring out strong brand stories to create pull for the brand
* Planning loyalty programs and their efficacy to develop consumer trust.
* Identify priority-based markets on Consumer Purchasing power and create awareness for brand communication.

**LEADERSHIP ABILITIES:**

**Business**

* Develop brand strategies to drive growth of brand in terms of volume & value.
* Track and monitor brand performance from internal & external sources
* Handle communication between Brand Marketing and other cross functional teams and external agencies to ensure agreed brand activities are effectively executed.

**Leadership**

* Lead cross functional team to update on brand salience and Hygiene
* Support Brand & Sales Team to develop effective strategies to achieve business objectives.
* Develop and appreciate the brand strategies to upkeep the trade.
* Maintain healthy relationship with internal and external customers to build the brand

**Management**

* Manage all brand plan activities within budget with effective results
* Aggressive execution and monitoring of brand presence and work towards increasing brand scores and create TOMA in lie with the competition
* Provided innovative methods and worked along with creative development agency to ensure effective communication across all the market.
* Effective Planning and execution of products though ATL and BTL promotions.
* Cost effective cross promotional activities and co-branding with other brands.

**Key Brand Promotion Milestones:**

* 360-degree approach towards new product launches
* Launched Tata Photon Plus (India’s largest selling High Speed Internet Device) in AP Circle.
* The launch of Tata Docomo GSM Mobile Services in Bangalore.
* Roll out of 100 Tata Indicom Exclusive Brand Stores in a single day and got placed in Limca Book of Records (2007).
* Launch first Hypermarket in the name of Spencer’s for RPG Enterprises at Visakhapatnam.
* 20 neighborhood stores of Aditya Birla Retail (MORE SUPERMARKETS) launched across Andhra Pradesh in a time span of 6 months.
* Launching of 5 new Branded Retail Stores of Tata Docomo in Bihar & Jharkhand.
* Launching of Enterprise product solutions for Tata Enterprise Business Solutions.

**Training & Workshops:**

* Trained in TQMS (Tata Quality Management Systems),
* Six Sigma quick training programs,
* Business Acumen Training at Aditya Birla Retail
* Entrepreneur and Development Programs organized by APSFC.
* Developing Franchisee Partners by Franchisee India Holding.

**Professional Certifications:**

* Business Fundamentals & Corporate Strategy
* Business Analysts and Management Consulting.
* Consulting Approach to problem solving.
* Masters in project management.
* Business Strategy and Thought Leadership.
* Shopper marketing expert in Retailing
* Buying & merchandising in Retailing
* Mergers & Acquisitions and Valuation of selling companies.

**Volunteering Certifications by (World Health Organization) WHO on Health Emergency Programs.**

* Operational planning and guidelines on COVID -19
* Health sector emergency response team.
* Management and facilitation of an After Action Review (AAR)
* Health Cluster Coordination.
* Simulation exercise management.

**Educational Summary:**

* Master of Business Administration from Andhra University, India
* Bachelor of Commerce from, Andhra University, India
* Diploma in Industrial Fire & Safety Management from NILEM, Chennai.

**Personal Summary:**

Date of Birth: 02-02-1976.

Languages known: English, Hindi, Telugu, Urdu,Tamil & Malayalam .

Passport Details: J8432356

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 <https://www.facebook.com/raqshan.abdul>

References: Available on request.