



**Jijo. K. George**

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Visiting Visa: 15<sup>th</sup> December, 2021 To 10<sup>th</sup> March, 2022



## SALES AND MARKETING PROFESSIONAL

### PROFILE

A qualified professional with 8+ years of experience in FMCG, Agriculture, Automobile, Hospitality, and Insurance in India and Oman. Competencies in Sales, Marketing, Business Development Key Accounts Management, Staff administration, client Relations, and Customer Service. Strategic thinker with good business acumen and a strong background in conducting market research. Highly motivated and successful team leader, who has achieved sales goals and delivered highest standards, Ability to monitor market and sales trends to make effective plans to increase profits, adapts easily to changes with excellent know-how of networking with key decision-makers. Hold outstanding communication, planning, coordination, supervision, time management, decision making, problem-solving and interpersonal skills. Currently seeks challenges and good outcomes in a growing organization that provides opportunities for career growth. Extremely motivated to explore and broaden gained knowledge, skills, and expertise.

### KEY COMPETENCIES

Business Development – Revenue Growth and Profitability – Opportunity Identification – Channel Sales – Key Account Management – Market Penetration – Lead Generation- Competitive Analysis – Decision Making - Product Launch – Marketing - Sales - BTL – Brand Management – Demand Creation – Client Servicing- Negotiation Skills – Leadership – Strategic Planning & Execution – B2B/B2C – Business Minded Growth Leader – Market Research – Time Management – Automobile – Area Sales – Teamwork – Aftermarket – Sales Executive Activities - OEM's Marketing & Sales – After Sales Service – Spare Parts Marketing - Analytical and Problem-Solving Skills – Communication Skills – Product Knowledge – Networking – Warranty Management

### SNAP WORK HISTORY

**Omega Industries Pvt. Ltd., (B2B/B2C), Bhopal (M.P.)**

**Jul'20 – Sep'21**

**Business Development Manager**

- Researching prospects to identify new leads and potential new markets
- Networking Development in the assigned territory: Dealer Scouting, Dealer Boarding, Dealer Development & Nurturing of the dealer network.
- Increasing our **B2B** and **B2C** partnerships and expanding our business geography
- Contacting potential clients via email or phone to establish rapport and set up meetings
- Building multiple cross-functional contacts across prospects/customers organization
- Researching the need of potential clients and identifying the correct person to approach.
- Planning and overseeing new marketing initiatives and qualifying leads from marketing campaigns into sales opportunities
- Developing quotes and proposals and negotiating pricing
- Building long term trusting relationships with clients and informing them about new developments within the businesses product portfolio
- Identifying clients' needs and suggesting appropriate products/services as well as tailoring production solutions to increase customer satisfaction
- Staying up to date with new competitors, products, and services
- Utilizing an existing network of clients to grow business accordingly
- Being the point of contact for all clients and troubleshooting any issues with minimal disruption
- Gathering feedback from customers and sharing with internal teams
- Representing the brand in a professional and positive manner in the market
- Working and communicating with internal teams to ensure that all customers' needs are met, along with service and quality expectations.

**Flexituff Ventures Int. Ltd., (B2B/B2C), Indore (M.P.)**

**Jan'19 – Nov'19**

**Deputy Manager Marketing**

- Developing strategies and tactics to boost the company's reputation and drive qualified Leads
- Deploying successful marketing campaigns from ideation to execution.
- Contributing to marketing plan development on brand product and marketing of specialized areas including research.
- Working closely with the Sales & Marketing team to help develop a coherent sales strategy
- Experimenting with various organic and paid acquisition channels

- Analysing requirements and providing web promotions solutions which involve designing & implementing Search Engines Marketing Plans Operational strategies like Keyword research, Competition analysis, Site analysis, Search Engine Marketing (SEM) Plan
- Conducting marketing campaigns and trade shows to promote brand awareness among consumers.
- Completing marketing department operational requirements by scheduling and assigning employees and following up on work results.
- Overseeing and approving marketing material, from website banners to hard copy brochures and case studies

**IFB Industries Ltd. (Automotive), (B2B/B2C) Pune & Bhopal**

**Jun'16 – Jan'19**

**Sr. Marketing & Sales Manager**

- In charge of dealer management in the given region with the plan to grow new and existing Aftermarket
- Researching the market, analysing trends to help define the organization's marketing strategy
- Obtaining market share by developing marketing plans and programs for each service and directing promotional support.
- Maintaining relations with customers by organizing and developing specific customer-relations programs and determining company presence at events, conferences, etc.
- Collecting data on market competitors, including prices, campaigns, as well as marketing and distribution methods
- Gathering and analysing information on customer needs and preferences with the goal of identifying potential markets for sales
- Visiting customers/potential customers in the field to sell products, following up on previous sales calls.
- Responsible for achieving agreed sales targets.
- Implementing the unique perspective to reaching out to new potential clients for increasing sales and following up on previous sales calls.
- Preparing daily call report for submission to the sales manager
- Understanding the major market trends.
- Preparing quotations for the clients and submitting the invoices to the accounts department.
- Conducting demos, roadshows, etc. in coordination with the Regional Sales Manager.
- Preparing tenders, quotations, and answering inquiries in consultation with the RSM.
- Coordinating with service centre and parts for effective customer care.
- Responsible for ensuring proper coordination for the delivery of equipment.
- Responsible for effective coverage of the assigned territory.
- Performing all the activities in compliance with the Company's policies and as per the assigned specific responsibilities.
- Carrying out any additional tasks assigned (in line with qualifications and ability) by the line Manager.

**PREVIOUS EXPERIENCE**

Johnny International's & Chemicals: **Muscat, Oman as Marketing Operations Manager (B2B/B2C)** **Dec'15 – May'16**

AXA Business Services Pvt. Ltd.: **Pune, Maharashtra, as Specialist (B2C)**

**Oct'13 – Dec'15**

**ACADEMIC DETAILS**

- M.B.A. in Marketing and International Business from Amity University, Indore in 2013.
- B.B.A. in Marketing from The Bhopal School of Social Sciences, Bhopal in 2010.

**PERSONAL DETAILS**

**Father's Name** : George George  
**Date of Birth** : 3<sup>rd</sup> September 1988  
**Marital Status** : Married  
**Nationality** : Indian  
**Languages** : English, Hindi, Malayalam  
**Passport No.** : K9099389

**Date:**  
**Place: Sharjah**



**Signature**