

BINOY C

SUMMARY

Customer - focused Retail & Sales professional with in-depth understanding of retail dynamics, marketing and customer service. Offering 4 years of experience providing quality product recommendations and solutions to meet customer expectations and needs. Demonstrated record of exceeding revenue targets by leveraging sales expertise and communication skills.

EXPERIENCE

Business Development Executive, 04/2021 - Current
ROMANA GROUP OF COMPANIES - Dubai, Sharjah, - UAE

- Developed business growth plans by identifying key clients, critical targets and priority service lines.
- Maintained up-to-date knowledge of industry, target accounts and competitive landscape.
- Added value to marketing material by introducing creative advertising concepts, driving customer interest.
- Improved customer acquisition rates through targeted discussions on market segmentation and pricing strategies.
- Augmented sales value by upselling and cross-selling new products and services to existing customers.
- Produced detailed monthly and yearly financial reports for senior management.
- Drafted sales contracts to use during consummated deals.
- Investigated, analyzed and resolved user issues to support client needs through SAP.

Operations Executive, 04/2020 - 12/2020
TELEFAST CEMENT INDUSTRIES - Kerala, India

- Managed planning of daily schedules and operational tasks for the employees completing productions.
- Provided organizational leadership and established business vision to achieve sales, profit and revenue goals.
- Streamlined operations to consistently deliver on targets.
- Implemented operational strategies to build customer loyalty and retention.
- Directed day-to-day operations by spearheading implementation of short-term and long-term strategies to achieve business plan and profitability goals.
- Inspected new products to assess quality and preparedness.
- Provided leadership to develop business plans and promote organizational vision.



CONTACT

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EDUCATION

Master of Business Administration,
Marketing and Operations
Management, 2018
DC School of Management and Technology - Kerala, India

B.E, Electronics and Communication
Engineering, 2015
Excel College of Engineering & Technology - Tamil Nadu, India

LANGUAGES

English: C1
Advanced

Malayalam: C2
Proficient

Tamil: B2
Upper Intermediate

Hindi: B1
Intermediate

Marketing Executive, 04/2018 - 12/2019

LULU GROUP INTERNATIONAL - Kerala, India

- Created sales strategies to promote advertising offerings and motivate larger deals.
 - Identified, developed and evaluated marketing strategies based on knowledge of company objectives and market trends.
 - Prepared detailed marketing forecasts on daily, weekly and quarterly basis.
 - Produced blogs and social media content for varied and targeted audiences.
 - Built new business partnerships to drive customer acquisition and generate revenue.
 - Tracked sales, click-through rates and conversion rates by marketing campaign for comparison.
 - Implemented seasonal and special discounts, driving customer engagement through promotions.
 - Set budget and monitored expenses to run profitable department.
 - Developed innovative marketing campaigns to catch customer attention.
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CERTIFICATIONS

- SAP SD Trained -SAP - Sales and Distribution (ECC 6.0 –ehp7).
 - Add on Course on Digital Marketing (2016).
 - Add on Course in Competitive Intelligence and Advanced search through Google (2016)
 - BSNL certified Optical Fiber Communication Engineering (2015).
 - Microsoft 365 (Word, Excel, Power point, Outlook)
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ADDITIONAL INFORMATION

- **Visa Status** : Employment visa till May 15
- **Driving License** : Valid UAE Driving License
- **Passport** : N0376853 (Issue date - 1/07/2015)
- **Nationality** : Indian
- **DOB** : September 9, 1993
- **Marital Status** : Married
- **Blood Group** : O +ve
- **Gender** : Male

ACADEMIC PROJECTS

- **Supreme Food Industries** - A study on brand image and customers willingness to pay a price premium for Meriiboy ice cream.
 - **South Malabar Steels & Alloys Pvt. Ltd.** - Done organization study in South Malabar Steels and Alloys Pvt. Ltd., Pattambi.
 - **Intelligent traffic control system** - “Intelligent traffic control system for congestion control, ambulance clearance, and stolen vehicle detection using PIC, GSM, RFID.”
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SKILLS

- Sales pipeline management
 - Contract review
 - Data analysis
 - Salesforce CRM expert
 - Client contract negotiations
 - Sales reporting
 - Operations coordination
 - Customer feedback assessments
 - Customer service strategies
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REFERENCE

- Varun Achary
Regional Supervisor
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