# Sangeeth Vipin

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**AL NAHDA DUBAI UAE**

**SUMMARY:** Focused and result driven FMCG salesperson with track record of exceeding given sales targets by solid margin; profound ability to maintain an updated knowledge pool regarding various product features and specifications. Highly persuasive individual with proven communication and interpersonal skills.

**Key roles handled:**

Trade Marketing | Supply Reordering | Sales Management | Product Positioning & Branding | Delivery Scheduling | Focus Group & Market Research | Brand Management | Distributor Management | New Product Launch| Price Negotiations | Key Account Management

**Achievements:**

* Successfully & single handedly executed all trade marketing related activities for multiple brands in UAE market with Gem Plaza LLC
* Developed PepsiCo Business in two districts by identifying the market as well as effective distributor coordination.
* Created and implemented effective marketing campaigns focusing on rural business for MILMA in Kerala.
* Best outgoing student of 2014-2016 MBA batch, Mangalam College of engineering Ettumanoor.

**Work History**

**Gem Plaza LLC, Dubai, U.A.E | Business Development.**

✓ Handling Lulu Group Business for Dubai& Northern Emirates Region.

✓ Coordinating with all the key Accounts for Business Development Agreements.

✓Providing all the information related to the Historical data with the Team and accordingly

Implement Different Business Development strategies at Major Groups.

✓ Planning and Proposing Different Promotional Activities at Key Accounts Based on the

Promo Calendar for Business Development.

✓Coordinating with the Team to do different Business Development activities to improve

the overall Business at the Outlet Level.

✓ Negotiating with New Parties on BDA Terms and Conditions.

✓ Closing working with the Principal Companies to implement different sales Development

Strategies across UAE Market.

✓Identifying the Business Opportunities and sharing with Team to do Exclusive

Promotion/Activities at Outlet Level based on the Customer Profile and Outlet

Performance.

✓ Closely monitoring The High Traffic and High Contributing outlets Performance and

accordingly sharing with the Team for immediate corrective actions.

**Gem Plaza LLC, Dubai, U.A.E | Trade Marketing Specialist | Dec 2019 – Present**

* Responsible for the all the Trade Marketing Activities for key Brands Like **Tiger Balm, Gatsby, Carex and Ossum Perfumes in the U.A.E Market**
* Responsible for Category Management at key Outlets/Groups.
* Planning and executing different Promo Mechanics in key outlets across UAE.
* Managing and executing all the online and offline promotions.
* Product listing at Major E-commerce Platform like Amazon, Noon, Dubai store etc.
* Coordinating with the sales team to negotiate and close business development agreements (BDAs).
* Executing promoter support activity for different brands at the outlets.
* New Product Listing at retail groups.
* Communicating with Key Retailers and other advertisement agencies for social media marketing and other influencer activities.
* Coordinating with different agencies for preparing point of sales materials.
* Coordinating with External agency for various ATL activities like vehicle Branding and transit advertisement etc.
* Evaluating the brand performance on each month and accordingly communicating with the team.
* Analyzing the sales data to understand the performance of different key retailers and communicating with the team to take the needed measures to improve the sales.
* Visiting outlets to check the visibility and placement and accordingly instructing the team to take the corrective measures.
* Monthly/ weekly meeting with Principal Company to evaluate the Business growth and till date achievement.
* Evaluating ROI Percentage for various investment done at the Outlet level and accordingly initiate the corrective measures to reduce the same.
* Conduct frequent market visit to understand the competitor activity and other category management strategy implemented by the other competitor companies.
* Setting up meeting with the key retailers to understand the overall performance of the Category and accordingly implement various strategies to uplift the sales at key Groups.

# PepsiCo India Holding PVT LTD | Customer Executive | MAY 2017 – APR 2019

* Successfully managing the PepsiCo’s food brand sales in two districts concentrating on general trade including marketing activities, distributor handling, and overall sales management. I am currently managing 15 sales representatives.
* **Skills Acquired**: Direct brand management, Distributor Management, People & Business Handling, Product launches, Sales collateral & Shop Branding, Events Management, conducting brand awareness programs, providing training to the salesman

**Selected Accomplishments with PepsiCo:**

* Successfully Managing PepsiCo’s business in two districts in Kerala.
* Successfully managed six Channel Distributors across Kerala.

✓ Identified market opportunities and appointed 4 new distributors.

* Achieved the sales targets which has been assigned.
* Organized events &exhibitions on behalf of the company to increase footfall.
* Managing 15 Sales representatives in two districts.
* Developed multilevel marketing &advertisement strategies to reach our customers effectively.
* Performed ongoing customer/market research & demographic profiling to identify the unmet market needs.

# MILMA | Marketing Executive | JUNE 2016 to DEC 2016

**Skills Acquired –** Rural Marketing, Brand Management, Distributor Management & Sales Management.

* Implemented MILMA’s marketing plan in Alleppey District.
* Developed new channels that propelled MILMA’s product sales.
* Conducted events and institutions sales activities for MILMA.
* Conducted Brand Awareness campaigns for MILMA.
* Conducted rural marketing activities for rural market development.
* Took initiate for MILMA’S new product entry in shops by providing proper awareness to the shopkeeper

**MGF Hyundai| Sales Executive August 2013 – May 2014**

* + Handled both marketing and sales activities in MGF Hyundai.
  + Customer interaction and sales closing,
  + Marketing activities done in various institutions to promote the HYUNDAI brand.
  + Conducted displays and other market activities to make the brand popular
  + Acted as the frontline executive of HYUNDAI brand.

**Education:**

* Master of Business Administration [**MBA**] from Mangalam College of Engineering, Kottayam (2016).
* Bachelor of Business Management (**BBA**) from Thammath Institute of Management and Technology Ambalappuzha (2013).

✓ Computer Knowledge: Windows | MS Office | SPSS

**Personal Information:**

Date of Birth : 17th November 1988

Marital Status: : Married

Nationality : Indian

Languages : English | Malayalam | Hindi

VISA STATUS : Residence Visa

UAE Driving License Number: 4072131

**Declaration:**

I hereby declare that the above written details are true to the best of my knowledge and belief.

Yours Sincerely,

Sangeeth Vipin