

# DHIVAKAR RATHINASAMY

Assistant Manager in Sales & Marketing, Internet & E-Commerce.

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## PROFESSIONAL SUMMARY


- Overall Experience of 7.4 years and in that More than 6 years of experience in **FMCG, B2B & B2C Sales** in Market Handling, Retail Outlet Management, Order Management, Client Servicing, New Client Acquisition, Team Handling & Team Recruitment.
- Managed Sales process through CRM (**Siebel Workshop**) to Supporting Sales, Marketing, Order Fulfillment, Support and Channel Partners.
- Managed **SAP ERP** for Purchase and Order Management for given sections.
- Managed **webERP** for Business Management and Seller Enrichment.
- Excelled in using MS Office Applications such as **MS Word, Excel, PowerPoint, and Outlook**.
- Experience in Customer Sales & Service, Team Management, Recruitment and Training.
- Experience in Brand promotion and awareness campaign strategy and execution.
- Strong interpersonal skills with a focus on rapport & relationships building.
- Exceptional blend of creative/innovation skills and sharp analytical & problem-solving skills.
- Excellent Communication skills, Positive attitude and aptitude for perfection & innovation.

## KEY SKILLS

- |                             |                         |                     |
|-----------------------------|-------------------------|---------------------|
| ✓ B2B Sales & Marketing     | ✓ B2C Sales & Marketing | ✓ Digital Marketing |
| ✓ Team Leading & Management | ✓ Order Management      | ✓ Customer Service  |
| ✓ Data Analysis             | ✓ Client Acquisition    | ✓ Team Recruitment  |

## APPLIACTIONS USED

 MS Office

 SAP

 Siebel Workshop

 webERP

## PROFESSIONAL EXPERIENCE



**Reliance Retail Limited (TN East).**

**November 2021 – March 2024.**

### **Assistant Manager (Team Leader)**

- Managed the team for assigned territory and responsible for officers and retailers' productivity.
- Business Manager at Retail Outlet (**Reliance Digital**) and be the 'End to End Owner' of each retailer premise and manage the entire retailer lifecycle.
- Coordinate with last mile delivery and service agents to ensure the best customer delight.
- Responsible to nurture and handhold team by showcasing the onboarding process of retailer and needs to do retailer visits in the market for driving the business.
- Take Ownership for the Targets assigned for the state by each category of retailers in Category & Product family Wise targets in Value and as well as Volume.



**Indiamart Intermesh Limited, Chennai.**

**September 2019 – September 2021.**

**Assistant Manager (CSD & KCD):** Indiamart is one of the successful Online Marketing portals for B2B Business Module. It is the connectivity platform for the Suppliers, Manufacturers, Dealers to the Customers.

- Managed **webERP** Application for Business Management and Seller Enrichment.
- Fixing an appointment with the clients and discussing their business promotions in Indiamart.
- Devise strategies and plans to achieve the team goals and targets.
- Assign tasks and set deadlines for the team.
- Monitor day to day activities, Team performance and Report on metrics.
- Evaluating my customers catalogs for better promotions and making updates in the catalog.
- Regular tracking of data and analytics of the customer.
- Analyses the customers business and pitching them with the suitable catalog service according to their product type.



**VST Autoparts Private Limited, Chennai.****March 2019 – September 2019.**

**Sales Executive (DSR), Commercial Vehicle:** Vst Autoparts supply Tata Motors parts across Tamilnadu this is the central supply center for a network of 8 warehouses located in Vellore, Salem, Coimbatore, Trichy, Cuddalore, Pondicherry, Madurai and Tirunelveli.

- Managed the Order process and inventory management through the CRM (**Siebel Workshop**).
- Regular visit to the retailer stores to take the orders and collect the cash as per the company policies (30 days from bill to bill)
- Placing orders through CRM and follows them whether it is shipped, invoiced and packed properly.
- Updating PJC Reports once a month as per the route schedule and the beat report in daily basis.
- Promoting the new product launches and conducting various workshops for the local mechanics in order to explore the products.

**JINTECH AUTOMOTIVE****Jintech Automotive Private Limited, Chennai.****February 2018 – February 2019.**

**Quality Analyst / Quality Control (QA/QC) :** Jintech Automotive is a leading paint shop company that supplies various parts to the world top Automotive Companies like Hyundai, Renault, Nissan etc.,

- As a Quality analyst needs to check the product from damages or any scratches or paint scars and needs to clear them completely.
- Regular needs to maintain the reports and to attend IRQC meetings.
- Giving counter measures for the issues and to complete the daily plans.

**T Choithram & Sons LLC, Jumeirah Island, Dubai(UAE).****August 2016 – September 2017.**

**Stocker Cum Cashier:** Choithrams is one of the successful group with associates in diverse fields like FMCG, wholesaling and manufacturing of edible and non-edible items with over 39 supermarkets in the emirate.

- Managed SAP ERP for Purchasing and Order Management.
- Section Management, Rack Management, Maintaining Cleanliness.
- Brand Promotions and daily sales target achievement.
- Billing Materials and Bagging
- FIFO Training for the Staffs.

## EDUCATIONAL QUALIFICATIONS



**Bachelor of Technology in Automobile Engineering. May 2011 – May 2015.**

**SRM University, Chennai.**

Obtained B.Tech Degree with 7.023 CGPA.



**Higher Secondary Course (HSC). March 2010 – March 2011.**

**Christ the King Matriculation Higher Secondary School, Kumbakonam.**

Obtained Higher Secondary Course with 69.5%.



**Secondary School Leaving Certificate (SSLC). March 2008 – March 2009.**

**Christ the King Matriculation Higher Secondary School, Kumbakonam.**

Obtained SSLC with 72.4%.

## ACHIEVEMENTS

- ★ Finished 18 months course in Diploma in Computer Applications as an Extracurricular Activity.
- ★ Won Best employee of the month award in June 2017
- ★ Won Best employee of the month award in July 2017
- ★ Won Silver Certificate for Lockdown Warrior Contest in Indiamart in April 2020
- ★ Won Gold Certificate for Lockdown Warrior Contest in Indiamart in May 2020

## PERSONAL DETAILS

Father's Name : Rathinasamy P.

Date of Birth : 29<sup>th</sup> June 1994.

Gender : Male

Nationality : Indian

Languages Known : Tamil, English, Malayalam, Hindi.

I hereby declare that the details furnished above are true and correct to the best of my Knowledge and Belief.

Yours Sincerely,

**Dhivakar Rathinasamy.**