



## PROFILE

MBA marketing graduate in 2013 from the best institute in Mangalore.

Worked as Branch manager and Area manager in Retail Fmcg outlets in Oman, UAE, and India

Actively involved in the entire operations of the branches and closely monitoring the activities of the customers to provide better service for them.

Monitor the marketing activities to increase popularity of the brand. Maintaining cordial relationships with co-workers and vendors for better growth of the company.

## CONTACT

PHONE:  
0526965153

GMAIL:  
[Jinsmathew555@gmail.com](mailto:Jinsmathew555@gmail.com)

Currently on VISIT VISA-

DUBAI

## CERTIFICATIONS RECEIVED

1. Digital marketing-Hub spot academy
2. SEO-Hub spot academy
3. Social media marketing-Hub spot academy
4. Back link management course-SEMrush academy
5. Competitive analysis and key word research course-SEMrush academy

# JINS MATHEW

## WORK EXPERIENCE (9 years)

### **DEPUTY MANAGER-RELIANCE SMART RETAIL CALICUT**

**28-01-2023-to 21-08-2023**

Managing the operation of the store. Staff management. Responsible for P&L. Ensure article display as per POG. Focus on target achievement. Monitoring proper stock indenting. Coordinate with CPC, DC and DSD team for stock availability. Sales drive of focus articles. Assisting in PI. Recruiting staff for the store. Staff training. Shrinkage management. Reduce dump percentage. POS management. Handling customer complaints. Managing e-commerce store jio mart.

### **BRANCH MANAGER-FMCG- RETAIL STORE LUBAN TRADING LLC OMAN**

**19-01-2017 to 06-07-2022**

Staff management. Ensure the availability of products. Monitoring visual merchandising. Ensure planogram followed as per agreement. Also responsible for managing online sales along with physical store. Improve staff performance through training. Responsible for P&L of the branch. Purchasing and inventory management. Shrinkage control.

**Ensure FIFO method is followed. Forward LPO. Ensure SKU availability based on seasonal demand. Following KVI check list. Vendor management. Execute the back-office and IT related activities of the branch. Cash management. Administrative support to head office. Manage accounting activities of store.**

### **AREA MANAGER**

**FRESH & MORE HYPERMARKET & SUPERMARKETS ABUDHABI**

**27-04-2014 to 09-06-2016**

Manage the supermarkets and Hypermarket operation. Provide full administrative support to team and outlets. Floor management. Conduct meeting with GM, purchase managers, other area managers and supervisors on weekly wise to discuss the outlet status and improvement methods.

6. On page and technical SEO course-SEMrush academy
7. SEO tool kit course-SEMrush academy
8. Fundamentals of digital marketing-Google academy
9. Google analytics for beginners-Google analytics academy
10. Google tag manager fundamentals-Google analytics academy
11. Content marketing-HubSpot Academy
12. Google ads search certification-Google
13. Google ads video certification-Google
14. Google ads display certification-Google
15. Email marketing-HubSpot academy

**Proper inventory controlling. Provide security awareness. Implementation of ad hoc task planned by company. Staff training for excellent customer service. Proper customer grievances handling. Training the new team members. Meet the company assigned target without any compromise. Shrinkage management. Ensure legal documents are renewed on time.**

**BUSINESS DEVELOPMENT OFFICER  
DE SPARROW SOLUTION CALICUT, KERALA  
22-06-2013 to 28-02-2014**

Execute email marketing campaigns. Content creation for websites. Introduce about ERP software to potential customers. Finding leads for company products and close the sales.

**Focus on after sales service. Meet company assigned targets. Manage suitable customer database. Monthly wise PPT presentation with chairman and other core committee members to evaluate business growth.**

## **EDUCATION**

---

- 1. Sahyadri College of Engineering & Management Mangalore**  
MBA MARKETING  
June 2013
  - 2. Nirmalagiri College, Koothuparamba**  
BA ECONOMICS  
June 2011
  - 3. ISTD Digital Calicut**  
DIPLOMA IN DIGITAL MARKETING  
December-2022
- 

## **KEY SKILLS AND CHARACTERISTICS**

- Excellent in PowerPoint presentation and speech.
- Problem solving abilities.
- Good verbal and written communication skill.
- Good in team activities.
- Administrative Knowledge.
- Employee management ability.
- Project management
- Space management.
- Patience.
- Knowledge of using digital marketing tools.
- Time management.
- Computer literacy (MS office, Focus retail software, Mycom retail software.
- SAP retail
- Customer service.
- Addressing customer grievance effectively.

## PERSONAL PROFILE

**Father's name:** Mathew

**Religion:** Christian

**Passport number:** B7383788

**Date of expiry:** 09/11/2033

**DOB:** 30/06/1989

**Marital status:** Married

**Height:** 6 ft

**Weight:** 80 kg

**Nationality:** India (Kerala)

**Driving License number:** KL78  
20220008105

**Permanent address:** Kottarathil  
house  
Poolakutty PO, Kannur District  
**PIN:** 670650.

## ACTIVITIES AND INTERESTS

Reading

Swimming

Playing volleyball

Watching movies

Browsing the internet

## LANGUAGES

English, Hindi, Malayalam,  
Arabic

## PROFESSIONAL AWARDS

- Certificate of excellence-target achievement  
July-Freshnmore Abu Dhabi.
- Certificate of excellence-target achievement  
August-Freshnmore Abu Dhabi.
- Certificate of excellence-target achievement  
October-Freshnmore Abu Dhabi.
- Certificate of excellence-target achievement  
December-Freshnmore Abu Dhabi.

## ACADEMIC AWARDS

- Workshop participation certificate-Service  
Marketing and Service Innovation Techniques-  
Sahyadri College.
- Certificate of excellence in national fest-Third  
place in ice breaker event-Mangalore university.
- Certificate of participation in college fest-Srinivas  
Institute of Technology Mangalore.
- Certificate of excellence- Third place High Jump-  
Sahyadri College.
- Certificate of excellence First prize speech  
contest-Sahyadri College.
- Certificate of excellence First place volley ball-  
Sahyadri College.
- Certificate of participation in National Fest-  
Mangalore University.
- Certificate of excellence First place in 4\*100  
Meters Relay-Sahyadri College.
- Campus Leaders Camp participation certificate-  
Kerala State Youth Welfare Board.
- National Service Scheme Certificate-Kannur  
University.
- Certificate of excellence-Elocution English  
competition-Nirmalagiri College.