

# JISHNU V

MBA (HR AND MARKETING)



## CONTACT

+971 565662636  
+91-9539705098  
jishnuamma@gmail.com  
Dubai, UAE

## ACADEMIC CREDENTIALS

2012 – **MBA (HR & MARKETING)**  
2014 - Kerala University

2009 – **BBM**  
2012 - Amrita University

2007 – **HSE (SCIENCE)**  
2009 - Kerala State Board

## PERSONAL STRENGTHS

- **COMMUNICATION** - Interpersonal skills – verbal, problem solving and listening skills in any administrative role.
- **SERVICE** - Having a customer focused approach Skills include Patience, Attentiveness and a positive language
- **ORGANIZATION** - Helping others, organizing a to-do list. Prioritizing tasks by the deadline for improving time - management.
- **MANAGEMENT**-Management skills to direct others and review others performance.

## TECHNICAL SKILL

- Computer Literate - Microsoft Word, Excel, PowerPoint
- Operating system - Microsoft windows, Linux.

## CAREER ABRIDGEMENT

To achieve a challenging position in a professional organization through self - improvement by excelling in all responsibilities with sincere hard work, dedication & commitment. To work towards the development of the organization & grow with it.

## KEY SKILLS



## EMPLOYMENT CHRONICLE (9 Years 5 Months)

- **MARKETING OFFICER**  
**MATSYAFED (GOVT OF KERALA) | 01 Feb 2021 - 30 Apr 2024**
- **BUSINESS EXCELLENCE EXECUTIVE**  
**AMRITA LIFE (A UNIT OF AMRITA ENTERPRISES PVT. LTD) | 23 Jun 2017 - 31 Jan 2021**
- **CUSTOMER RELATION EXECUTIVE CUM SALES COORDINATOR**  
**AMRITA LIFE (A UNIT OF AMRITA ENTERPRISES PVT. LTD) | 23 Dec 2014 - 22 Jun 2017**

### Duties and Responsibilities as Marketing Officer

- Developing and implementing marketing strategies to promote Matsyafed's products or services.
- Conducting market research to identify trends, customer preferences, and competitors' activities.
- Creating marketing materials such as brochures, advertisements, and social media content.
- Managing digital marketing campaigns across various platforms.
- Collaborating with other departments to coordinate marketing efforts with sales, product development, and distribution.
- Monitoring and analyzing the performance of marketing campaigns to optimize results and return on investment.
- Building and maintaining relationships with key stakeholders, including customers, vendors, and government agencies.
- Participating in trade shows, exhibitions, and other events to showcase Matsyafed's offerings and build brand awareness.
- Providing regular reports and updates on marketing activities and results to management.

### Duties and Responsibilities as Business Excellence Executive

- Implemented business excellence frameworks and methodologies to improve organizational performance.
- Conducted assessments and audits to identify areas for improvement and best practices.
- Developed and implemented strategies to enhance operational efficiency, customer satisfaction, and business growth.

## ACHIVEMENT & CERTIFICATION

- MSME, Govt of India training certificate
- ISO 9001: 2015 certified auditor

## LANGUAGES KNOWN

- English (R, W, S)
- Hindi (R, W, S)
- Malayalam (R, W, S)
- Tamil (S)

## REFERENCE

- **Mr. Sreekumar V**  
Admin Manager  
Amrita life (A unit of Amrita Enterprises Pvt Ltd).  
Mob: +91 9061595993
- **Mr. Ramachandran P C**  
Marketing Manager  
Amrita life (A unit of Amrita Enterprises Pvt Ltd).  
Mob: +91 9495492718

- Facilitated continuous improvement initiatives, including training and coaching sessions for employees.
- Monitored key performance indicators (KPIs) and benchmarks to track progress towards organizational goals.
- Led cross-functional teams to drive process improvements and innovation projects.
- Collaborated with senior management to develop and implement business excellence strategies aligned with the company's objectives.
- Ensured compliance with quality standards, regulations, and industry best practices.
- Provided regular reports and updates on business excellence initiatives to management.

## Duties and Responsibilities as Customer Relation Executive Cum Sales Coordinator

- Managed customer inquiries, feedback, and complaints through various channels such as phone, email, and social media.
- Built and maintained positive relationships with customers to enhance satisfaction and loyalty.
- Provided product information, pricing, and availability to customers and assisted them in making purchase decisions.
- Coordinated sales activities, including order processing, invoicing, and shipment tracking.
- Supported the sales team by preparing sales reports, presentations, and proposals.
- Conducted market research to identify potential customers and new business opportunities.
- Assisted in the development and implementation of sales and marketing strategies.
- Collaborated with other departments such as marketing, operations, and finance to ensure smooth order fulfillment and customer service.
- Maintained accurate records of customer interactions and transactions in the CRM system.

## VOLUNTEER EXPERIENCE

- Member of Junior Chamber International (JCI)
- Director of Business Development, JCI Karunagapally town, Kerala.

## PERSONAL DOSSIER

Gender : Male  
Date of Birth : 16-12-1990  
Nationality : Indian  
Marital Status : Married  
Religion : Hindu/Nair  
**Passport No** : **V 4197036**  
Permanent Address : Jishnu V, Arunodhayam Valachal,  
Vallikunnam P.O, Alappuzha - 690 501,  
Kerala, India

## DECLARATION

I hereby declare that the above-mentioned information is true and I bear the responsibility for the correctness of the above-mentioned particulars

**Place** :

**Date** :

**JISHNU V**