



JOSHY OSWEL

Phone: +971 521333543

E-Mail: joshyoswel@gmail.com

To seek placement in a challenging position in the field of Sales and Marketing in a Multinational Organization in order to utilize my skills, expertise, extensive knowledge about regional market to the optimum level and seek carrier growth

|| Career Summary



- A competent professional with **16 years** of experience in Sales and Marketing, Business Development, Strategic Planning, Sales & Marketing and Team Management
- Experience in devising systems and procedures to improve internal controls and increase productivity & financial performance as well as structuring the territories, monitoring transactions aimed towards increase in productivity and servicing customers
- An accomplished sales professional with excellent people management skills; brought 10-15% year-on-year growth in revenue
- Expertise in implementing strategies towards enhancing business volumes and growth as well as internal / external departments for smooth business operations
- Played a key role in coordination between customers, relationship managers and channel partners for resolution of transactional issues
- Expert in executing sales promotion schemes to increase the brand visibility, thereby preparing management level reporting on the brand's performance, needs and forecasts
- Skills in business plans for accomplishment of target and formulating budgets in line with corporate goals as well as implementing strategies for procuring new business and monitoring sales activities

|| Key Skills



~ Sales & Business Development	~ Strategic Market Positioning	~ Promotion Planning
~ SOS Improvement	~ Client Relationship Management	~ Competition Ana
~ Distribution Management	~ SKU Listing & Placement	

|| Work Experience



(2002 - 2004) Unilever TML| Merchandising in Key Accounts ;

- Responsible to manage all brand products available in outlets
- Execute the promotion as per promotion calendar, make sure achieve the company goals with promotion.
- Monitoring stock movement to ensure markdowns, promotions, price changes and making sure products are correctly marked and displayed
- Carrying out regular market research to obtain competitor's activities
- Recommended creative ideas for promotion of company to ensure an increase in client's visibility and maximum coverage of product.
- Serves customer's by displaying products and maintain FIFO standards
- Taking orders and organizing daily work schedule
- Tracking orders by coordinating with purchase department
- Reviewing ageing report with finance team on a monthly basis
- Developing strong market knowledge of existing and potential clients and ensuring business growth Opportunities aligned to company's strategic plans
- Planning and formulating market penetration strategies, achieving sales targets and building strong relationships with the clients
- Planning & executing Key Accounts Plan in coordination with the Key Accounts Team

|| Previous Experience



(2005 – 2007) Fine Hygienic Paper FZE. Merchandising & Sales

- Managing all the distribution networks (Carrefour, lulu, union coop, Madina)
- Planning promotions and Implementing
- Consistent evaluation of outlet performances
- Formulated sales planning to achieve monthly target
- Manage Merchandising Team on their day to day job
- Submitted sales analysis report which contains customer target achievement, brand category achievements, and so on

(2007 – 2015) | Mars Gulf Trading LLC | Sales and Marketing

- Opening of new outlets
- Managing all the distribution networks
- Cost effective visibility negotiations, implementations, & maintenance
- Debt collections
- Handled over 10 - 15 customers on daily basis
- Submitted sales analysis report which contains customer target achievement, brand category achievements, and so on

(2015 – 2024) Currently working in Ahamed Aldhuhoori General Maintenance & Cont. as sales and Marketing.

Developing plans and Maintains good relation with customers (Dubai, Sharjah, Umm Al Quwain, Ras al kaimah, Fujairah areas)

- Achieving Month to Month Targets
- Ensured timely collection & submission of cash and cheques
- Training New Employees
- Feedback to Management on competitors Activities in the Market
- Managed inventory work and presented stock report requirement to the Sales Officer

|| Education



- Pre-Degree Attn.

|| Personal Details



Languages Known: English, Hindi, Malayalam,
Nationality: Indian
Date of Birth ; 17/04/1979
Visa Status: Residence Visa
Driving License: Valid UAE driving license
Marital Status : Married
Address: Ajman

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