

## **KELVIN SHAWN FERNANDES**

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### **SUMMARY**

A determined individual with over 6 years of rich experience working as a Sales & Marketing professional for diverse organizations and clients. I Strive to contribute to the best of my abilities, by implementing the knowledge & expertise gained, thereby adding utmost value to the organization and all its stakeholders.

### **WORK EXPERIENCE**

**Company:** GlobalSignin (Gevme)

**Period:** 04/04/2022 – Present

**Role:** Account Manager

**Responsibilities:**

- Source new opportunities through outreach, outbound calls, emails and qualify inbound leads
- Understand customer needs and build effective relationships, resulting in growth opportunities
- Route qualified opportunities to the appropriate sales team for further development and closure
- Close sales and exceed monthly, quarterly and annual quotas
- Research accounts, identify key players, generate leads and interest and develop sales pipeline
- Maintain and expand database of prospects within assigned territory
- Work closely with Cross functional team to achieve customer satisfaction
- Sell a complete solution of software, technology services and support to ensure customer success
- Serve as a brand enthusiast for GEVME's suite of products and solution
- Building and nurturing relationship with the clients and ensuring growth and high conversion rates

**Achievement:** New customer acquisitions and revenue target accomplished

**Company:** Adam & Eve

**Period:** 02/09/2021 - 31/03/2022

**Role:** Account Manager

**Responsibilities:**

- Liaising between the client and the agency teams by maintaining a regular communication channel
- Accountable for account success, delivery quality, client satisfaction and day-to-day work status
- Training and development of team members by providing consistent feedback and motivation
- Handling key accounts, new business proposals and presentations for potential and existing clients
- Meeting with clients to understand their requirements and communicating the same to the team
- Brainstorming ideas, conceptualize campaigns across different channels and marketing strategy (Merchandising, SEO, SEM, Social media and influencer marketing) that meets the client's brief
- Presenting creative work to clients for approval/modification, suggesting campaign ideas, budgets
- Brand management, marketing strategies and inputs for creating campaigns for online and offline

- Delivering pitches to promote venues and services and drafting performance reports for clients
- Refining details of campaigns with specific objectives and ensuring client's concerns are addressed
- Analyze consumer data and trends, market analysis, managing budgets and campaign costs, monitoring the effectiveness of campaigns and taking necessary steps to optimize them

**Achievement:** Achieving desired target of events and campaigns

**Company:** Whitehat Jr

**Period:** 15/09/2020 – 08/08/2021

**Role:** Sales Manager

**Responsibilities:**

- Acquiring new customers and liaising with cross functional teams
- Drive team to upsell and cross sell new range of products to users and drive referral program
- Striving for higher ARPU while increasing overall revenue
- Negotiating terms of trade, best practices to be followed and maintain process hygiene
- Analyze weekly, monthly data reports and setting revenue targets
- Building and nurturing relationship with the clients and ensuring growth and high conversion rates

**Achievement:** New customer acquisitions and revenue target accomplished

**Company:** Shahil Enterprises

**Period:** 01/07/2019 – 28/08/2020

**Role:** Key Account Executive

**Responsibilities:**

- Manage and build relationships and generate business from key accounts
- Ensuring growth from all the key account divisions
- Planning and developing merchandising strategies and driving sales team
- Propose new products SKU to clients using entire data sources
- Contribute in proper product order quantity enabling client to retail profitably
- Increase accounts revenue and acquiring new accounts
- Interact regularly with top accounts on weekly sales, deliveries and stock availability

**Achievement:** High customer satisfaction. New customer and value target accomplished

**Company:** Hindustan Unilever Limited

**Period:** 20/08/2018 – 29/08/2019

**Role:** Territory Sales Officer

**Responsibilities:**

- Handling institutional retail business of monthly turnover of 5cr+ for Karnataka & Goa
- Driving primary and secondary sales. Strive to gain larger market share and customer investment
- Maintain growth in the territory by managing existing accounts and adding new ones
- Sales of entire HUL Portfolio. Executing Assortment, Category Management and New Launches
- Assigning Targets, training & driving team of 20+ members to achieve targets and deliver growth
- Executing contests and schemes for key accounts and building relationships with decision makers
- Ensuring availability and prime visibility of all SKU's at outlets
- Placing Orders and coordinating supply to depots and Direct Store Delivery outlets
- Liaising with all stake holders to ensure seamless & on time in store execution of POSM Material
- Efficiently anchored & rolled out Perfect store execution
- Execute and oversee special promotional campaigns and Merchandising
- Track competitor promotions and schemes

**Achievement:** Value and assortment target accomplished on quarterly basis. Best performing region India

**Company:** Endure Technology Solutions

**Period:** 01/07/2015 – 26/08/2016

**Role:** Sales Executive

**Responsibilities:**

- Acquire new clients and manage key accounts to increase revenue share and build relations
- Identifying client's technology and talent needs and pitching solutions that could be provided
- Recruiting candidates according to client requirements to work on project, negotiate per hour wage
- Liaising with cross functional teams and client on updated requirements for smooth delivery of project and achieve high level of customer satisfaction
- Negotiating the cost and project offerings

**Achievement:** Brought in new clients and made sure customers were retained and projects delivered

**Company:** Save Life India

**Period:** 17/11/2014 – 18/05/2015

**Role:** Marketing Consultant

**Responsibilities:**

- Maximizing service reach, Brand Awareness, Merchandising and Social media marketing
- Getting potentials donors to sign up and designing reward plans
- Conducting seminars and exhibitions to create awareness

**Achievement:** Successfully added 7573 new subscribers to donor base

## **INTERNSHIP EXPERIENCE**

**Name:** Pepsi, RJ Corp Ltd (15/04/2013 – 26/05/2013)

**Project:** Organisational Study & Product Launch

**Name:** Ford, Caculo (16/04/2014 – 28/05/2014)

**Project:** Comparative analysis of Ford Classic with its main competitors

**Name:** Fiat Auto Industries (25/10/2014 – 22/11/2014)

**Project:** Design of Launch plan for new Fiat Avventura

**Name:** ITC Ltd (02/05/2017 – 02/07/2017)

**Project:** Promoting and selling Classmate brand to Schools & Determining factors that influence purchase

## **EDUCATIONAL QUALIFICATION**

2018 - Master in Business Administration PGDM/MBA – Universal Business School (AICTE)

2015 - Bachelors of Business Administration/BBA – Rosary College (Goa University)

## **CERTIFICATIONS**

Certified in Microsoft Office suite

Certified in Hardware and Networking

Certified in Google Fundamentals of Digital Marketing

Certified in Google Ads

## **PERSONAL DETAILS**

**Address:** 596, Magilwaddo, Raia, Salcete, Goa, 403720

**Languages:** English, Konkani, Portuguese, Hindi

**DOB:** 01/02/1995