

# MARCELINE GEORGE

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Date of Birth: 03/07/1996 | Nationality: Indian | Sex: Male

Phone: +971 582633448 | Email: mercelinegeorge37@gmail.com

Location: Cochin, Kerala, India | WhatsApp: +971 582633448

## Professional Summary

Results-driven Marketing and Sales Executive with over 2 years of experience in boosting sales and revenue through strategic marketing initiatives. Proven expertise in lead generation, customer relationship management, and digital marketing. Adapt at using CRM tools, Tally Prime, and marketing automation platforms. Committed to delivering top-tier customer experiences and driving sustainable business growth in fast-paced, dynamic environments.

## Professional Experience

### Retail In-Store Sales Executive for

Kotak Mahindra Bank Consumer Durable Loan, Cochin, India

Sep 2021 – Jul 2023

- Promoted consumer durable loan on (TVs, refrigerators, etc.).
- Ran marketing campaigns and generated quality leads.
- Supported sales teams in meeting loan targets.
- Engaged customers, provided product details, and closed sales.
- Monitored competitor offerings and market trends.

## Education

### Bachelor of Commerce (Accounting & Taxation)

Indira Gandhi National Open University, Kerala, India

2014 – 2019

### Higher Secondary Education

St. Albert's E.M.H.S.S, Ernakulam, Kerala, India

2012 – 2014

### **SSLC (CBSE)**

Vyasa Vidyalaya C.B.S.E H.S.S, Ernakulam, Kerala, India

2011 – 2012

### **Skills**

Core Competencies:

- Strategic Sales Planning
- Client Relationship Management
- Sales Negotiation
- Market Analysis
- Cross-functional Collaboration
- Customer Service
- CRM Tools
- Time Management
- Communication
- Attention to Detail

Technical Skills:

- Microsoft Office Suite (Outlook, Excel, Word, PowerPoint)
- Tally Prime
- CRM Systems

### **Languages**

English, Hindi and Malayalam.

### **Personal Information**

Passport Number: B6296470

Expiry Date: 11/10/2033

Visa Expiry Date: 15/01/2027

Nationality: Indian