

GINU PRASAD

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Experienced Marketing Professional with a robust background spanning 5 years, encompassing roles from Sales and Administration to Client, Management, and current expertise as a Marketing Executive. Dedicated and extensive experience in providing professional sales support services, developing sales collaterals, and making sales proposals. Effective communicator and negotiator with great critical thinking skills, strong attention to detail, and well-developed time management abilities. Accustomed to working in fast paced business environments.

EXPERIENCE

JUNE 2023 – PRESENT

MARKETING EXECUTIVE, LULU GROUP INTERNATIONAL | OMAN

- Develop and implement marketing campaigns to drive brand awareness, engagement, and sales.
- Conduct meetings with various brand suppliers for product marketing through social media and print campaigns.
- Working with other departments, to plan and executive promotions, develop marketing materials.
- Developing documents for obtaining ministry approvals for all promotions and activities
- Develop, present, and execute new marketing initiatives for events exhibits and crossover collaborations with local talents to strengthen engagement.

FEB 2019 – OCT 2022

ASSISTANT CLIENT MANAGER, JM LIFESTYLE INTERIOR PROJECTS PVT LTD (D'LIFE HOME INTERIORS | KARNATAKA & KERALA

- Managing the Sales enquiries.
- Working closely with Sales to ensure Successful closure of the sales process.
- Keeping abreast of market trends and product & competitor landscapes.
- Building strong business relations with current and potential customers.
- Good skills in proactively seeking new sales opportunities by developing new relationships with prospective clients.
- To update knowledge on Product, technology, or solutions.
- Initiate outbound calling to connect with potential customers.
- Create and maintain the database of prospect clients.
- Collecting client's requirements and preparing the initial estimate.

- Closing the sale by collecting the token advance from client.
- Final estimate and documents preparation for production.
- Providing demonstration, presentations, training, consultation and sales support services for the sales team and existing clients.
- Part payment and final payment collection.
- Coordinate with project team during the execution.
- Ensure client's satisfaction report through hardcopy and Social Media platforms.

ADMINISTRATIVE OFFICER, JM LIFESTYLE INTERIOR PROJECTS PVT LTD (D'LIFE HOME INTERIORS)

- Front office handling.
- Office activity monitoring.
- Operation/Process management using CRM tool.
- Customer and Employee management.
- Assistance in preparing files, draft messages, presentations, schedule appointments and support for management officials and stakeholders.
- Schedule In-house and external events.
- Maintain and keep up-to-date routine memos, billing, or other reports.
- Orchestrating Talent acquisition interviews.
- Manage Office supply control and track inventory.
- Asset management and control.
- Overall office facility maintenance.
- To ensure travel arrangements/itinerary as advised by the management.

FEB 2018 – JAN 2019

SALES OFFICER, MOTOR WORLD PVT LTD (NANDI TOYOTA) | KARNATAKA

- Generate new customer Leads through various channels.
- Proactively identify sales prospects and conduct business.
- Follow up on new leads and referrals to generate business
- Achieving the monthly sales targets assigned for various products
- Develop an in-depth understanding of latest product inventory and use that knowledge to encourage customers to make the purchase.
- Work with marketing team to explore and enhance customer base.
- Develop, plan, and implement strategies to enhance sales efficiency.
- Oversee the processing of client orders to ensure timely delivery of purchased units
- Conduct negotiations with clients to reach a profitable sale.
- Maintain periodic status report and calls/follow-ups on Leads and prospects.

EDUCATION

JUNE 2015 – OCT 2017

MASTER OF BUSINESS ADMINISTRATION (MARKETING), MACFAST, TIRUVALLA

Placed in Second Class

Major Subject- Marketing.

Minor Subject- Supply Chain & Logistics Management.

JULY 2011 – MARCH 2014

BACHELOR OF SCIENCE (PHYSICS), CATHOLICATE COLLEGE, PATHANAMTHITTA

Placed in C+ grade with CGP-2.22

SKILLS

Languages

- English
- Malayalam
- Tamil

Computer Skills

- MS PowerPoint
- MS Word
- Libre Office

PERSONAL DETAILS

- **Date Of Birth**
- Nation
- Marital Status
- Religion
- Passport

14th October, 1993

India

Married

Christian

Expiry: 28th April

REFERENCE

1) Bharath Chandran Nair
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