

CURRICULAM VITAE

Rahul Kannanchath

Sales & Marketing Executive

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A highly motivated and driven marketing executive over 6 plus years of experience in high level sales environments. Confident, tenacious with a proven track record for first class marketing management and client satisfaction. Always on task with an ability to identify key marketing strategies and implement account direction positively. An excellent communicator and leader with an emphasis on utilizing the strengths of colleagues and creating an environment of forward-thinking ideas driven by business needs, sales targets and innovative marketing solutions.

KEY SKILLS AND COMPETENCIES

- Profound ability to design sales promotions and provide retail support.
- Confident communicator, negotiator and decision maker.
- Adept at identifying consumer expectations and developing strategies accordingly.
- Voluntary engagement, Intercultural communication and teamwork.
- Ability to work to tight deadlines and multi-task.
- Fully proficient in English, Malayalam, Tamil, Hindi and Kannada.

PROFESSIONAL SUMMARY

Sales Manager

Sea Scan Inspection Technologies

Mar 2021 – Feb 2024

- Creating a short- and long-term sales plan with the intention of achieving the given objectives
- Proficient with numbers to analyse sales data and produce reports
- Recognized customer needs and provided insights for improving the product portfolio based on interactions with and feedback from customers
- Possess excellent leadership and public speaking skills in order to motivate the workforce
- Overseeing pre- to post-sales support activities for the designated goods and regions while guaranteeing the greatest level of client satisfaction

Sales Development Manager

HDFC Insurance Company limited
Aug 2019 – Feb 2021

- Understanding Recruited and built a high performing distribution network of Financial Consultants (FCs) and building a strong relationship with the sales team of the channel partners.
- Training, motivating and driving the certified FCs to sell insurance solutions thereby achieving the sales target as per the channel strategy.
- Met prospective customers with channel sales team to sell insurance solutions.
- Provided pre- and post-sales support and ensured quality of business and persistence.
- Enabling the team to use latest digital platforms thereby ensuring maximum efficiency

Dealer Help Desk – Team Leader

Reliance Communications
Feb 2018 – June 2019

- Provided primary support in answering and resolving basic to intermediate Help Desk calls.
- Evaluated, troubleshoot and prioritized incoming telephone, voice mail, and email and in-person requests for assistance based on severity of issue.
- Analyzed issues and give appropriate solutions to retailers and distributors. Follow up with them to ensure quality services as per company standards.
- Conduct training sessions and orientation classes for newly joined members.

Marketing Coordinator

Sobhanam Sales
April 2015 – Jan 2018

- Identified traditional online and social advertising and marketing opportunities.
- Conducted customer surveys to analyze the demands of the market.
- Coordinated with media, printers and publishers as required and managing the production of marketing materials such as leaflets, flyers, posters and newsletters, including e-newsletters.
- Closely communicate with sales team to develop sales strategies.
- Attended and organized company-related exhibitions, sales, promotional events, and others.

Marketing Distributor

SKS Agencies
June 2013 – Feb 2015

- Developed and implemented strategic marketing plans and tracked results.
- Managed quality communication, customer service support and product presentation for each client.
- Developed and implemented product placement strategies.
- Built and maintained solid customer and business relationships delivering superior services to clients.
- Identified new customers through attending trade-shows, networking, care-calls and building relationships.

EDUCATION

COURSE	INSTITUTION	YEAR
SSLC	NSS English Medium School, Kottakkal	2007
HSE	Valanchery Higher Secondary School (VHSS), Valanchery	2009
BE Electronics and Communications Engineering	Maharaja Prithvi Engineering College, Avinashi, Coimbatore	2009 - 2013

ACHIEVEMENTS

- Millionaire club North Kerala (Rs 20 Lakh)
- AWARD OF EXCELLENCE" Towards Outstanding Performance in Agency Life 2019-2020)/
Perinthalmanna branch
- Award of excellence" {towards outstanding performance in premium for several consecutive months
during the Agency Life career in HDFC}
- Certificate Of Appreciation - In Recognition of Valuable Contribution in the criteria for the month 2019.
- Organized and conducted road show activity to promote Herbalife Products.
- Developed strategic and operational sales plans which resulted in 40% increase in overall sales and
gross margin.
- Wrote catalogs, course guides and training brochures that enhanced the sales reps' understanding of
complex product features and helped them sell more effectively.
- Maintained effective working relationship with customer's thereby increasing customer base by 50%.
- Through innovative selling techniques increased sales by 20%.

PERSONAL INFORMATION

- Nationality : Indian
- Gender : Male
- Marital Status : Single
- Date of birth : 29.06.1991
- Languages Known : English, Malayalam, Tamil & Hindi
- Passport Number : N9184931
- Visa Status : Visit Visa

PERSONAL INFORMATION

I certify that the above are true and correct to the best of my knowledge and ability.

I assure you that I will execute my duties for the total satisfaction of superiors.