



RAHUL NAIR

TRADE MARKETING SPECIALIST

CONTACT

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- Dubai

KEY SKILLS & TOOLS

- Trade Marketing Strategy
- Brand Management
- Sales & Business Development
- Channel Management
- Market Analysis
- Cross-functional Collaboration
- Project Management
- B2B | B2C
- Conflict Resolution
- Budget Management
- Retail Execution
- Negotiation & Partnerships
- Trade Activation Programs
- Relationship Management
- Client Development
- Revenue Optimization
- Stock Management
- People Management
- Competitor Analysis
- MS Office

PROFILE

Results-oriented marketing team lead with over 9 years of progressive experience in the FMCG industry across the GCC, specializing in brand development, trade marketing, strategic planning, and key account management. Recognized for creating impactful trade strategies and executing targeted sales campaigns that drive brand visibility and sustainable growth. Skilled at building collaborative relationships with key accounts, developing insights-based marketing strategies, and delivering results that align with corporate goals.

EXPERIENCE

TRADE MARKETING SPECIALIST • AUG 2021 – OCT 2024

Abbott Nutrition, Ibn Sina Pharmacy, Muscat

Responsible for implementing trade marketing strategies and initiatives to promote the sales and distribution of Abbott products within the FMCG industry.

- **Brand Development:** Crafted and executed strategic brand marketing plans tailored for the Muscat market, achieving a 12% sales increase by aligning initiatives with consumer preferences and in-store activities.
- **Trade Promotions:** Designed impactful trade activation programs and POS materials that led to a 5% boost in brand awareness and increased shelf visibility. Ensured consistent branding across channels.
- **Cross-functional Collaboration:** Worked closely with medical, sales, and supply chain teams to ensure seamless execution of trade initiatives, focusing on on-shelf availability and optimizing distribution. This approach drove 10% growth in retailer engagement and product uptake.
- **Budget Management:** Demonstrated strategic budget management, achieving a 15% reduction in expenses by negotiating cost-effective deals with the outlets for promotional materials and analyzing budget allocation.
- **Market Analysis & Insights:** Conducted ongoing market trend analysis to refine trade marketing campaigns, leveraging insights to tailor brand messaging that resonates with target audiences. This targeted approach increased customer acquisition rates.
- **Reporting & Analysis:** Generated detailed reports on SKU performance, trade activity, and market insights, allowing management to make data-driven decisions. Regular analysis led to refined strategies, enhancing brand positioning and distribution effectiveness.
- **Event Coordination:** Planned and executed trade events and promotional activities, enhancing consumer engagement and increasing footfall in key retail outlets.

INTERPERSONAL SKILLS

- Efficient Communication
- Active Listening
- Proactive Leadership
- Problem Solver
- Quick Learner
- Emotional Intelligence
- Networking Skills
- Diplomacy & Professionalism
- Cultural Sensitivity

EDUCATION

MBA • MAY 2015

SRM University, Chennai, India

Marketing

PG DIPLOMA • APRIL 2012

Event Management, Events

National Institute of Events Management,
India

BBA • APRIL 2012

Birla Institute of Technology, India

OTHER NOTABLE EXPERIENCE

- Successfully organized the MTV event– Ragasthan with the production team for 10 months.

LANGUAGES

- English - Fluent
- Hindi - Fluent
- Malayalam – Fluent
- Arabic – Working Knowledge

KEY ACCOUNT EXECUTIVE – FMCG DIVISION • JAN 2020 – JUL 2021

Ibn Sina Pharmacy, Muscat

Managed key accounts with exceptional efficiency during the COVID-19 pandemic, ensuring uninterrupted supply chain operations, proactive communication, and strategic problem-solving for the major trade and retail channels.

- **Market Penetration:** Spearheaded market entry initiatives, identifying and capturing business opportunities during challenging COVID-19 periods by opening accounts in over 15 new markets, ensuring continuous growth and brand reach.
- **Account Management:** Managed a portfolio of top brands, including Abbott Nutrition and Sebapharma, achieving high sales growth by focusing on customer-centric approaches and robust account management practices.
- **Business Reviews:** Conducted regular business reviews with key accounts to understand client needs and implement improvements, leading to enhanced customer satisfaction and stronger client retention.
- **Sales Data Analysis:** Analyzed sales data and trends to provide actionable insights, helping optimize product offerings and drive strategic sales initiatives. Recommendations based on these insights led to increased customer engagement and revenue growth.
- **Relationship Building:** Developed and nurtured relationships with senior stakeholders, fostering trust and loyalty. This rapport-building contributed to smoother negotiations and higher levels of trade support.

KEY ACCOUNT EXECUTIVE • OCT 2015 – JAN 2019

Muscat Pharmacy & Stores LLC, Muscat

Handled the operations and marketing strategy of all leading hypermarkets and stores across Muscat for some of the major brands like Emami, Nutricia, Pigeon, Mentholatum (Deep Heat), & Vicks.

- **Brand Strategy Execution:** Implemented brand positioning strategies for high-profile brands such as Emami, Nutricia, and Vicks across leading hypermarkets, enhancing their in-store presence and expanding market share.
- **Sales & Revenue Growth:** Surpassed sales targets through strategic planning and supply chain optimization, focusing on timely and effective product distribution. Exceeded revenue expectations by leveraging local insights to drive unique promotions.
- **Negotiation & Retention:** Successfully negotiated contract renewals and pricing agreements, which resulted in long-term partnerships and a high retention rate among key accounts.
- **Competitive Analysis & Innovation:** Monitored competitor activity and identified market trends to inform creative and localized marketing strategies. Developed targeted promotions that addressed consumer needs, setting our brands apart and increasing brand loyalty.
- **Operational Efficiency:** Optimized operations and logistics, ensuring product availability and minimizing stockouts. This emphasis on efficiency contributed to a stronger market position for the brands represented.