

VINAYAK MANGALASSERIL



CONTACT

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United Arab Emirates

SKILLS

Leadership Skill
Team Management
Administration Skill
Workforce Management
Problem solving
Result oriented
Decision making

EDUCATION

Master of Business Administration CET School of Management

2018-2020 (CGPA 7.97)
Specialized in Marketing & H.R

Bachelor of Commerce Birla Institute of Technology Ranchi

2013-2016 (Percentage 73.80%)
Specialized in Finance & Taxation

High School Indian Public High School U.A.E

2010-2012
Science

LANGUAGES KNOWN

English
Malayalam
Hindi

PERSONAL DETAILS

Passport : Valid
DOB : 13 - 03 - 1994
Marital Status : Married
UAE Driving License : Valid
UAE Driving License Type : Automatic
Nationality : Indian
Visa Type : Visit Visa (90days)

PROFILE

Driven Area Sales Executive with 2+ years of experience in management capacity and strong competitive sales drive, adaptability and perseverance. Well-honed listening skills and problem-solving attitude to uncover needs and overcome objections to close sales and to achieve goals within multiple assigned territories.

Successfully motivates and develop sales teams in result-driven and customer-focused environments with positive attitude towards achievement.

WORK EXPERIENCE

ITC Limited - Ernakulam Kerala, India Nov'20-Jul'23

Area Sales Executive - Kottayam District Kerala (Jul'22 - Jul'23)

- Responsible for Personal Care division sales in Kottayam District, consists of 6 distributors and 15-member sales team.
- Achieved 21% growth in personal care sales in FY22-23.
- Handled 13 categories and its sub-categories in personal care.
- Got promoted from sales trainee to sales officer to Area Executive within 2 years span.
- Managed Stock Control, Estimation, Product Launch, RFA claims, etc.

Sales Officer - Sellout Division - South Kerala (Jun'21-Jun'22)

- Achieved 60% numeric target achievement benchmark in Sell-out division of south Kerala region with 1150 outlets from previous average of 45%.
- Handled 16-member merchandising team responsible for product availability, visibility and freshness by following the planogram norms.
- Responsible for channel sales and category management.
- Worked to develop by identifying and pursuing new leads, attending industrial events and building rapport with customers.
- Created and implemented new marketing strategies and proposed new ideas to attract new customers.
- Addressed each customer's needs and wants to recommend suitable product options.
- Maintained routine communications with the customers to assess overall satisfaction, resolve complaints and promote new offerings.

Sales Trainee (Nov'20-May'21)

- Maintained sales tracking reports to support operational enhancements and implement corrective actions.

Sampark Internship - ITC Limited Ernakulam (Jun'19 - Aug'19)

- Drove team revenue totals by bringing in top sales numbers and high productivity.
- Project - "How to improve the DSPM criteria of a DS. Aim of the project was to find effective ideas and strategies to improve the incentive achievement of a salesman.
- The project resulted in 25% improvement in incentive achievement, 20% improvement in line-cut and 30% improvement in the bill-cut.
- Secured a job in ITC Limited with internship placement.

REFERENCES

- Sakthi Sagar, Area Manager ITC Limited - +91 9497339596
- Peter Mathew, Area Executive ITC Limited - +91 9645400298