

# Vino Mary Ruban

## Sales & Marketing Professional

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### KEY SKILLS

Expertise in handling the **entire marketing/business development activities**, analysing market trends and establishing healthy & prolonged business relations with clients, thereby ensuring higher market share

Actively nurtured and deepened **strong rapport with dealers** to win confidence, anticipate needs and deliver appropriate product solutions

Proven ability in **resolving critical issues** related to sales and escalated important matters to upper management

### **Management and leadership**

Years of working in Food Industry have given me excellent interpersonal, management and leadership skills. I have extensive experience managing staff as well as dealing with multiple of designation.

### **Good Communication**

Maybe this is the main and prerequisite skill. Without being able to communicate properly you can forget about the rest. In all kind of management tasks the first and most common thing you do is communicating your needs, expectations and opinions to other people

Ability to identify & capitalize upon opportunities to **maximize sales revenues and optimize company benefits**

*Acknowledged for strengthening companies to lead in highly competitive markets and delivering innovative marketing concepts & strategies.*

### PROFILE SUMMARY

- Excellent communication & people management skills that have been honed through managing cross-functional teams
- Developing marketing plans to build consumer preference and drive volumes; evaluating marketing budgets periodically including manpower planning initiatives and ensuring adherence to planned expenses
- Conducting competitor analysis by keeping abreast of market trends and competitor's moves to achieve market share metrics; evolving market segmentation & penetration strategies to achieve targets
- Conceptualizing and executing sales promotion schemes to increase the brand visibility, thereby preparing management level reporting on the brand's performance, needs and forecasts
- Monitoring monthly new product launch results and recommending action for addressing any forecasted variances to volume budget
- Deploying suitable market research tools to gauge market trends and competitor activities to gain the competitive edge on the market
- Managing marketing functions like product planning & Promotion, consultation and business development

### ORGANISATION EXPERIENCES

**Ammas Pastries LLC Bangalore & UAE**

**Sep 2013- Till Date :Dy. General Manager ( All Zone ( India & UAE )**

- Managed UAE and India South Market with 60+ outlets as Dy. General Manager, outlets across the zone
- Implements all sales action plans related to my market areas as outlined in the marketing plan.
- Provide the highest quality of service to the customer at all times.
- Clear understanding of the Food Industry strategies then set goals and to determine action plans to meet those goals.
- Identify new markets and business opportunities and increase sales.
- Actively and consistently prospecting and developing new source of business through emails, telephone call and outside personal sales calls, sending quotations, negotiating, successfully converting potential business opportunities to confirmed bookings.
- Developing and initiating all actions necessary and appropriate to achieve established sales department revenue goals and overall business revenue goals.
- Identifying areas for improvement and participation in all aspects of providing our guests.
- Communicating regarding bills and credit information and timely collection of payments.
- Maintaining data for contact follow-up and all actions necessary for bookings.
- Distributing information to all departments regarding needs and requirements of Clients.
- Maintaining documents, correspondence and business records.
- Managing all the HOD's with timely stock checking, purchasing, and managing monthly salary statements.

Skilled in providing inputs to management for decision making through competition tracking, **trend analysis & data gathering** from internal & external environment

### **MANAGERIAL SKILLS**

Analytical Approach  
Sound Judgment  
Decision Making  
Strong Influencing Skills  
Persuasive Communicator  
Achievement Oriented  
Team Builder  
Time Management  
Problem Solving

### **CORE COMPETENCIES**

Sales & Marketing  
Strategy Planning  
Customer Relationship Management  
Market Analysis & Penetration  
Business Development  
Dealer Management  
Brand Management  
Training & Development  
Channel Partner Management  
Market Development  
New Product Launch  
People Management

### **ACADEMIC DETAILS**

- St. Alphonsus High School, Bangalore Board
- Bachelor of Commerce- VBS, Purvanchal University. Jaunpur
- MBA – VBS, Purvanchal University. Jaunpur

### **Significant Highlights**

- Joined as Store Manager, within one year promoted as Logistic Manager.
- Recognised for Production Manager
- Recognised for Operation Manager
- Recognized for Dy. General Manager.
- Best Zonal Retail Manager.

### **Binary Systems Pvt Ltd from Dec 2010 to Jun 2013**

#### **Front Office Executive and HR & Admin**

- Handling complete front office area and visitors' relations and HR Executive.
- Attending Incoming, Outgoing calls & maintaining the records of the same on daily basis.
- Maintaining Attendance Register and Leave regards updating in SAP all the employee details.
- Conducting Interview and collecting related documents and maintaining employees' files. Updating online ESI And PF employee details and challans.
- Getting the Price quotes for various purchases and services.
- Coordinating with the vendors towards the food and snacks for the associate and provide timely service to the associates
- Send, receive incoming, outgoing couriers, and faxes.
- Collecting all Vendor Bills on monthly basis and handing it over to office administration department.
- Assisting office Administration department and HR department when required.
- Monitoring housekeeping staff & maintenance of housekeeping materials.
- Travel arrangements and hotel bookings through agencies.
- Manage and monitor activities of all employees in the Front Office department making sure they adhere the standards of excellence and to the guidelines set in the employee handbook, procedures, coaching, training and correcting where needed.
- Maintain a professional and high quality service oriented environment at all times.
- Undertake full responsibility for Scheduling and Payroll of the department.
- Undertake full responsibility for managing operating expenses and purchasing for the department

### **Achievements**

- Researched market to establish marketing strategies and improved Retail positioning.
- Defined future plans and ways to improve Retail profits. Put these plans into actions and achieved outstanding results.
- Customer Service.
- Managed daily schedules with the client/customer.
- Demonstrated proficiencies in telephone, e-mail within high-volume environment.
- Handled customers effectively by identifying needs, quickly gaining trust, approaching complex situations and resolving problems to efficiency

PERSONAL DETAILS

**Date of Birth:** 07<sup>th</sup> Jan 1986

**Language Known:** Kannada, English, Hindi, Telugu and Tamil.

**Address:** #647, 7<sup>th</sup> Main, Maruthi Layout, Hennur Cross, Kalyan Nagar Post, Bangalore -560043 , State – Karnataka, Country – India.

PASSPORT DETAILS

**Passport No:-** N7201584  
**Date of Expiry :-** 11/02/2026  
**Place of Issue :-** Bengalure, India

Core Strengths

- Honest
- Initiative
- Lead follow up
- Problem resolution
- Negotiations expert
- Organizational Skills
- High energy level
- Excellent Communicator
- Active listening skills
- The ability to work effectively under stress

Technical

- MS Excel
- MS Office
- Power Point
- POS

Declaration:

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

**Date:**

**Place:** Bangalore (India)

**Vino Mary R**