

VINOD NAIR

Sales Supervisor | Social Media Sales Strategist | FMCG & Hospitality Specialist

☎ +971 58 133 5322 | ✉ akvinodnair@gmail.com

📍 Kannur, Kerala, India (Willing to Relocate | Valid UAE Visa)

PROFESSIONAL SUMMARY

Highly motivated Sales Supervisor with 10+ years' experience across FMCG, bottled water, and hospitality sectors. Currently leading sales and customer engagement at Al Falaj Pure Drinking Water, UAE. Proven track record of increasing revenue, managing over 4,600 clients, and executing social media promotions that enhance brand visibility and drive orders. Skilled in negotiation, B2B sales, CRM tools, and territory management.

KEY SKILLS

- Sales Team Supervision
- B2B & Retail Sales
- CRM & Client Management
- Social Media Marketing
- Lead Generation
- Route Planning
- Order Processing & Follow-ups
- Market Research
- Customer Retention
- WhatsApp & Instagram Sales Campaigns
- Target Achievement
- Product Promotion

PROFESSIONAL EXPERIENCE

Sales Supervisor (Currently Working)

Al Falaj Pure Drinking Water Co. – UAE

May 2015 – Present

- Supervise daily operations of regional sales team and customer accounts.
- Increased monthly sales by 10% through strategy and field planning.
- Managed a database of 4,600+ clients, ensuring 85% retention.
- Created and executed WhatsApp and Instagram marketing campaigns.

- Resolved customer complaints and streamlined delivery schedules.
- Updated CRM system and produced regular sales reports.

Sales Manager

Sea Breeze Beach Inn – India

Aug 2012 – Feb 2015

- Managed hotel room sales for corporate clients and travel agents.
- Boosted bookings by 20% through event participation and client engagement.
- Negotiated contracts for events, conferences, and long-term stays.
- Enhanced visibility through hotel listings and social media channels.

Sales Executive

Champyen Mineral Water – India

Jun 2003 – Jun 2012

- Delivered on monthly sales targets through new client acquisition.
- Educated customers about products, handled inquiries, and processed bulk orders.
- Maintained relationships and ensured smooth distribution flow.

SOCIAL MEDIA PROMOTION SKILLS

- Launched customer engagement campaigns via WhatsApp Business, Facebook, and Instagram.
- Promoted offers, collected feedback, and increased retention through digital outreach.
- Designed simple visuals and messages to boost reach and referrals.
- Responded to DMs, order queries, and customer reviews effectively.

EDUCATION

Diploma in Electrical Engineering

Excel B.D.P.S., Mangalore, Karnataka

Secondary School Certificate (SSC)

B.E.M. High School, Mangalore, Karnataka

LANGUAGES

English | Hindi | Malayalam | Kannada | Tamil

TOOLS & SOFTWARE

CRM Software | MS Excel | WhatsApp Business | Google Sheets | Canva | Meta Business Suite

REFERENCES

Renjith Krishnan

Chief Accountant – Al Falaj Pure Drinking Water

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Sachin

HR – Al Falaj Pure Drinking Water

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