

VINESH KUMAR

MARKETING &
ASST.FINANCIAL MANAGER



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3/76 Mukkonum ground,
V. Kaliyapuram
(Post), Pollachi(tk),
Coimbatore-642129

SKILLS

Problem Solving

Adaptability

Collaboration

Strong Work Ethic

Time Management

Critical Thinking

Handling Pressure

EDUCATION

MBA / Finance & Marketing

Karpagam Institute,
Coimbatore.

2013 - 2015

B.COM/ E.COM

Govt Arts College,
Udumalpettai.

2007 - 2010

AWARD

AWARD RECEIVED

Best employee of
the year for 2017
& 2019

OBJECTIVE

Aspire to become a successful professional in the field of management and willing to work as a key player in an innovative and competitive world with dedication and commitment and to work for an organization that would enable me to make utmost use of my skills in Shipping & Logistics, and Public Relations that will benefit the organization, society and my career.

EXPERIENCE

MARKETING & ASSISTANT FINANCIAL MANAGER.

Super Group of Companies, Ethiopia (2016 – 2020)

- Develop pricing strategies, balancing rm objectives and customer satisfaction.
- Identify, develop, and evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Direct the hiring, training, and performance evaluations of marketing and sales sta and oversee their daily activities.
- Negotiate contracts with vendors and distributors to manage product distribution, establishing distribution networks and developing distribution strategies.
- Consult with product development personnel on product specifications such as design, color, and packaging.
- Compile lists describing product or service offerings.
- Use sales forecasting and strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends.
- Select products and accessories to be displayed at trade or special production shows.
- Handled account receivable and prepared monthly and quarterly report.
- Worked to resolve accounting and finance issues in a timely manner.
- Reviewed financial documentation to ensure accuracy.
- Made necessary adjustments to invoices and tracked customer payments.
- Prepared detailed spreadsheets and monthly financial statements.
- Coordinated with other departments to ensure consistency.

Team Leader

GEM MOTORS, Pollachi. (2011 – 2013)

- Managing team by assigning task
- Tracking the monthly performance of the team
- Preparing sales report for management
- Training the team
- Evaluating the car purchases and fixing the price for sale.

Marketing Executive

A B T Maruti, Pollachi - 2010 –2011

- Evaluating the used car purchases and fixing the price for sale.