

PORTHIBAAN**Contact:** +91 – 98438xxxxx**E-Mail:** xxx@yahoo.in

Senior level assignments in **Operations Management/ Process Management** with a leading organization of repute, preferably in BPO industry

PROFILE SUMMARY

- MBA (Marketing) with **30.5 years** of experience in **Sales & Marketing** and **Client Servicing**
- Resourceful in ensuring high quality customer experience, elevating customer satisfaction, while adhering to SLAs & work processes and managing cost-effective operations
- Expertise in handling sales & marketing of internet based software products in European & Canadian markets and of Industrial Textiles like Dipped Polyester Cords for Industrial Rubber Belts & Power Transmission V-Belts
- Proficient in managing business operations with focus on top-line & bottom-line performance and skills in determining company's mission & strategic direction as conveyed through policies & corporate objectives

CORE COMPETENCIES

- Analyzing business potential, implementing plans to drive sales, supplementing turnover and achieving desired targets
- Developing new streams for revenue growth and maintaining relationship with customers to achieve repeat / referral business
- Conducting the competitor analysis by keeping abreast of market trends and competitors' moves to achieve market share metrics; evolving market segmentation & penetration strategies to achieve targets
- Mapping client's need, identifying improvement areas and implementing measures to maximize customer satisfaction levels
- Managing service operations for rendering and achieving quality services; providing first line customer support by answering queries & resolving issues and ensuring minimum TAT
- Streamlining business operations, invigorating businesses, heightening productivity & enhancing internal controls
- Leading, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets

ORGANIZATIONAL EXPERIENCE

Dec'13 - Aug'14 Parashakti Cords Pvt. Ltd. / GD Textiles Pvt. Ltd., Madurai as Manager - Marketing

Role:

- Handled sales & marketing of industrial textiles products for Rubber V-Belt industries across the globe
- Interacted with the customers to resolve their queries with an appropriate solution
- Organized and attended regular visits at customers' end to meet their requirements
- Responsible for managing sales & marketing of Content Delivery Network (CDN) and live streaming bandwidth in US and Canadian markets
- Provided business consulting for clients based overseas
- Developed content for internet SEO and strategies for ensuring pre-sales

Highlights:

- Played a key role in adding new revenue streams
- Handled a network of channel partners and ensured
- Led initiatives to motivate partners (through contests / incentive schemes) towards increasing business

PREVIOUS EXPERIENCE

Feb'89 – Nov'13 Border Security Force, Madurai as Telecommunication Officer

IT SKILLS

- Conversant with MS Office (Word, PowerPoint, Access & Excel) and Internet Applications

WORKSHOP / SEMINAR ATTENDED

- CII Workshop on 'Export Procedures', Madurai in 2014
- CII Seminar on 'Customer Retention', Madurai in 2010

ACADEMIC DETAILS

- MBA (Marketing) from Malai University, Chennai in 2004
- MA (Public Administration) from Malai University, Chennai in 1998
- Diploma in Electronics & Telecommunications in 1996

Other Courses:

- Diploma in MS Office from CSC, Madurai
- Telecommunications Officer's Course from BSF Signal Training School, Bangalore
- Telecommunications Basic Operators Course Grade-III from BSF Signal Training School, Bangalore

PERSONAL DETAILS

Date of Birth: 30th June, 1967
Languages Known: English, Hindi and Tamil
Address: 26, Pasu Nagar, 1st Street, Medunari, Madurai – 625002, Tamil Nadu