

# MURSAL VM

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## JOB OBJECTIVE

To pursue a rewarding career within a stable organization where I can utilize my experience in sales management, business development, supervision and administration in order to promote a positive and productive working environment

## PROFILE SUMMARY

- **MBA Marketing Graduate with 3 Years & 4months experience** in Sales and Marketing,
- **UAE LMV DRIVING LICENSE HOLDER**
- **Professional Diploma holder in Retail and Supply Chain Management** with knowledge in Procurement, Inventory Control, Planning, Warehouse management, Logistics functions , Tender management .
- Adroit in **Identifying & Developing new markets, generating leads and converting leads to sales**
- Skilled in conducting competitor analysis to **Study market trends/ Competitor moves**
- Local & International **Market knowledge to Promote the company's products/services.**
- Establish, develop & maintain Customer **relationship Management and Attention to details**

## WORK HISTORY

- 14/4/2018 to 14/08/2021: **SALES EXECUTIVE (3 YEARS& 4 Months) IN ANCHOR GLOBAL FZE DUBAI,UAE**
- 02/2017 to 03/2017: As **MARKETING INTERN in KRAMAH SOFTWARES LTD BANGALORE**
- 07/2015 to 08/2015: As **RETAIL AND SUPPLY CHAIN INTERN in KSE limited Kerala**

## EDUCATION

- **MBA[2017]** from Dayananda Sagar business academy Bangalore
- **BCA [2014]** from Christ College Irinjalakkuda
- **Professional Diploma in Retail and Supply Chain Management [2015]** with aggregate of 84% from KELTRON

## CORE COMPETENCIES

### MARKETING AND SALES MANAGEMENT

- Designing and implementing marketing plans for augmenting the business volume by enhancing brand Visibility
- Efficient in closing deals with full outcome & Advertising campaigns / marketing campaigns
- Develop sales opportunities
- understand the needs of your customers and be able to respond effectively with a plan of how to meet these
- Ability in achieving monthly targets efficiently & Ability to work under pressure.

### BUSINESS DEVELOPMENT AND DIGITAL MARKETING

- Organizing promotional programs & participating in exhibitions for great brand visibility
- Developing new clients and by researching and identifying potential accounts. Identify decision makers within targeted leads.
- Arrange business meetings with prospective clients, Build long-term relationships with new and existing customers
- Data driven marketing skills , social media marketing , email marketing .

### RETAIL AND SUPPLY CHAIN MANAGEMENT

- Superior supply chain and Retail management Knowledge and experience
- Make sure that project objectives are attained on time and within budget
- Problem solving skill ability to find solutions and overcome problems that may impact a project.
- Ability to do multitasking and ability to adapt challenging situations.

## CURRICULAR ACTIVITIES

- **Market internship Project:** A study on the brand management strategies and measurement of brand awareness of Kramah software's
- **Logistics internship project:** A study on the supply chain management practices adopted by KSE limited for the effective market coverage of Vesta ice creams
- Attended one week **seminar** in **American University** of Dubai
- **Industrial visits: Toyota, Coca cola, Lazza ice-creams,Other Dubai industries, etc.**

## ACHIEVEMENTS

- Brought about a considerable increase in the sales of products with smart strategies
- Efficiently resolved many client issues, often earning praise from clients for my efforts
- Effectively developed strategies to bring up the market value of our company's products
- Enhanced the brand image of previous organization by adapting researched brand management strategies
- Enhanced market coverage by putting forward suitable supply chain management strategies

## SKILLS

- Highly organized and detail oriented
- Strong planning and management skills
- Excellent procurement and buying skills
- Strong multitasking and time management skills
- Ability to understand quickly and apply new technologies
- Key Accounting skills (tally, quick book) with the ability to conduct financial analysis
- Great Relationship management skills
- Strong negotiation skills
- Strong leadership and Consensus building skills
- Integrating marketing campaigns

## BEYOND CURRICULUM

### STRENGTHS

- Learning agility
- High adaptability and flexibility
- Can tolerate stress and tensions
- Can create a positive environment very easily
- Responsible
- Self motivated

### HOBBIES

- Sports – Cricket, Basketball, Tennis, Bicycling, Swimming, Team Sports etc.
- Collecting perfumes and exploring different fragrances

## PERSONAL PROFILE

Nationality: Indian (Born in Thrissur district of Kerala )

DOB: 01/02/1993

Marital status: Married

Languages known: Malayalam, English, Hindi, Tamil, Arabic(Read& write)

Religion: Islam

## 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. References will be provided as per the request.

Date:

Yours faithfully ,  
MURSAL V M

Date :

Place :