

Areas of Expertise

- Local marketing
- Business development
- In store event management
- Campaign management
- E-mail marketing
- Customer retention
- Telesales
- Data Inquiries
- Inquires handling
- Information sorting
- Data Processing
- Quality Assurance
- Discrepancy Removal
- Questionnaire Completion
- Resident Interviewing

Core Competencies

- Profound ability to design sales promotions and provide retail support
- Adept at identifying customer expectations and developing strategies accordingly.
- Ability to work within tight deadlines
- Solid team leadership abilities
- Comprehensive communication skills
- Experience in being involved in multiple marketing campaigns in parallel.
- Thorough understanding of promotional and advertising activity.
- Ability to work to tight deadlines and multi-task.
- Good understanding of methods to assess marketing.
- Ability to work in a fast paced and evolving sales environment.
- Ability to troubleshoot independently

Personal Details

- **Date of Birth** 13 January 1995
- **Marital Status** Single
- **Visa Status** Employment
- **Languages Known**
English Hindi, Malayalam, Tamil
- **Driving License**
Valid UAE & Indian License
- **Contact** +971 55 9859456
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Nimil Surendran

Current Position : Census Taker

Target Position : Sales & Marketing Executive



PERSONAL SUMMARY

A highly efficient, results driven and capable marketing executive with a proven ability to effectively develop manage and control relationships between the company and its target audience. Having a proven track record of quickly understanding a marketing campaigns mission, vision and objective and then communicating this to potential customers. Enjoying challenging briefs & able to work to an excellent standard under considerable pressure whilst presenting a positive image to clients & colleagues.

Now looking for a suitable sales and marketing position with a ambitious & exciting company.

WORK EXPERIENCE

- **Census Taker – AC NIELSEN AMER**
- **Flight Handling Assistant** - Casino Air Caterers & Flight Services, Cochin
- **Food & Beverage Service Assistant**- Avenue Regent, Cochin, Kerala, India
- **Out Door Catering Executive**- Crown Plaza, The Gateway Taj, Yacht Club

JOB DESCRIPTION

- Planning & implementing marketing activities across all online & offline channels.
- Setting up new marketing strategies.
- Generating sales leads.
- Managing customer relationships.
- Logging and progressing all new leads / potential sales enquiries.
- Writing new marketing material & website content.
- Assisting with campaign building, press releasing & promotional copy production.
- Making sales calls and handling enquiries from potential customers.
- Analyze and produce reports on data provided by customers.
- Campaign tracking, measurement, evaluation and reporting on all activity.
- Coordinating company representation at relevant conferences and exhibitions.
- Monitoring and optimizing key internet search engine campaigns.
- Liaising with strategic partners, internal stakeholders and key customers.
- Analyze assigned field, prepare routes and get them approved. Travel from door to door to meet residents, introduce self and explain purpose of census. Conduct interviews and get census forms and questionnaires filled. Compile and submit collected data as per company policy and protocol

ACADEMIC QUALIFICATIONS

- Diploma in Hotel Management(3 year Course)- International School for Management Education
- Secondary Education - Senior Secondary, Kerala Syllabus

REFERERNCES

- References will be furnished upon request