



Luman Joseph L

Marketing / Sales

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Profile Summary

Two years' experience as an Officer in marketing thus supporting the sales operations & channel maintenance in the retail outlets of **Nippon Paint India Pvt Ltd.**, in and around Chennai zone.

I have an experience with following roles and responsibilities:

- To increase the volume & market share for the entire range of products in the particular territory assigned.
- To increase business through effective channel management.
- Responsible for channel expansion.
- People Management: Allocating work/KRA to sales man & guiding them, thereby increasing secondary sales.
- To implement BTL (Below The Line) activities which includes influencing contractor, Engineers through various schemes & Offers.
- To monitor the competitor activities and identify suitable strategies in order to maintain the market shares in my territory.
- Identifying market potential business and predicting the sales & maintaining inventory accordingly.
- Identifying and coordinating marketing team for new market expansion.
- Increasing stakeholder's participation.
- Analyzing and predicting about schemes and communicating the same with stakeholders.
- Trade promotion (canter van activity- increasing customers/dealers experiences about products, advertising in outlets, combing activity – identifying potential business sites and persuading customers hence increasing secondary sales)
- Ensuring quality of the product through prescribed tests at outlet/sites.

Education

MBA (Marketing & Finance)

St. Joseph's Institute of Management
Trichy
2019
(7.1/10- CGPA)

Bachelor in Math's

Sacred Heart College
Thirupattur
2017
(7/10- CGPA)

Schooling

Don Bosco Hr. Sec. School
Vellore
1) HSC in 2014 with 83%
2) SSLC in 2012 with 84%

Experience

Internship

- Completed internship in sales at **Mondelez India Foods Private Limited**, Vellore (April – June, 2018).
- Learnings**
Channel maintenance, market mapping (working on potential business, persuading new dealers thus increasing outlets as well revenue, stock auditing for inventory management).

Internship

- Completed internship in consumer behavior at **Bharat Petroleum Corporation Limited**, Tiruchirappalli (Jan, 2018).
- Learnings**
Observed consumer behavior hence designing ATL (Above The Line schemes particular to zones) to attract the consumers.

Project

- Project on Product Visibility in Retail Outlets at Mondelez India Foods Private Limited, Vellore (2018)
- Learnings**
Merchandising includes increasing visibility thereby ensuring revenue generation and observing consumer behavior thereby designing customized merchandising for particular outlet.

Additional Course

Certification of professional Achievement in
Fundamental Digital Marketing (2021)
Online Course - Google

Skills & Interest

Technical Skills

- MS Office Suite
- SPSS
- Excel Analytics

Interest

- Extensive Travelling
- Persuading People
- Exploring new things
- Good at cricket and Badminton.
- Negotiation

Domain Interest

- Extending outlets
- Product visibility
- Customer retention

Leadership

- Event **coordinator** in Intra college cultural event (2018)
- **Representative** of Mathematics department in Sacred Heart College (2016-2017).
- **Coordinator** in organizing Entrepreneurship awareness camp sponsored by department science and technology, government of India (2017).
- **Event Coordinator** of Inter department cultural program in Sacred Heart College (2017).

Achievements

1. Won “**A job well done Card**” Appreciation from Nippon Paint India Pvt Ltd (2020).
2. Outlet Expansion – created 7 new outlets within 1 year.
3. Achieved 80% of the sales volume target for month on month consecutively (2020).
4. Won First prize for Dance in Inter department cultural program at Sacred Heart College, Tirupattur (2017).
5. Won Second Prize for Skit in Art Smart at MKJC, (2017).

Passport Details

- Passport No. : U7866422
- Date of Issue : 19/08/2020
- Date of Expiry : 18/08/2030
- Place of Issue : Chennai

