

KEYUR KANAKIA

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A multi-faceted professional with experience in formulating **sales & marketing strategies**; skilled in establishing new business opportunities and managing territories to strengthen effectiveness; targeting senior level opportunities in **Sales & Marketing** with an organization of repute

PROFILE SUMMARY

- **Strategic professional** offering **over 22 years** of versatile experience in conceiving & implementing ideas on all phases of **Diamond & Jewellery Sales, Brand Management, Product Development, Marketing Communication and P&L Management**
- **Strategy Architect** credited with successful formulation and implementation **sales & marketing strategies, programs & contents to improve sales opportunities**; development of short & long-term strategic plans including annual business plans & innovation strategies with P&L & budget responsibility
- Pioneered and implemented measurable **marketing strategies positioning products, determining strategic business direction** that drove hard revenue goals and increased awareness at the global levels; played a major role in enhancing the overall market share of the Brand
- **Effectively utilized qualitative & quantitative skills** for developing & rolling-out winning plans for new product launches, product line extensions and product management/marketing initiatives
- **Outstandingly successful in heading customer centric operations; provided superior customer service to customers and high-end support in jewellery lines**; assessing the customers feedback & evaluating areas of improvements to tune up the business strategies
- **Known for augmenting growth**, generating new business and devising & executing business plans by leveraging comprehensive understanding of the dynamics of the industry
- **Leader & Organizational Change Agent**, delivering business results focused on improving business processes to improve reliability, increase simplicity, and enable scalable growth

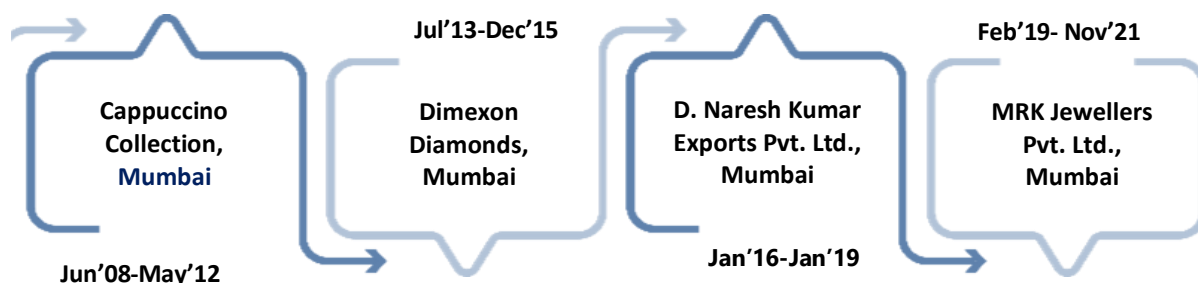
CORE COMPETENCIES

Strategic Sales & Marketing
Business Development
Brand Management & Product Development
P&L Management/ Revenue Expansion
Consumer Insights & Market Research/Analysis
Client Relationship Management
Marketing Communication
Product Promotions & Launches
Strategic Alliances & Tie-ups
Team Building & Leadership

ACADEMIC DETAILS

S.Y. B.Com. from Mithibai College, Mumbai in 1999

CAREER TIMELINE



Dec'2021- TILL DATE
Currently working with Midas Diamonds Pvt Ltd.
As Marketing Manager

WORK EXPERIENCE

Dec'21- Till date | MIDAS DIAMONDS Pvt. Ltd., Mumbai | as Marketing Manager Handling Pan India

Key Result Areas:

- Steered the formulation and implementation of corporate strategies for achievement of top-line & bottom-line targets
- Developed and effectuated competitive selling programs to improve product awareness and enhance growth
- Facilitated brand management and product development activities & drove growth in terms of value and volume by introducing new marketing ideas & concepts across the division
- Headed the planning and execution of the marketing strategies to promote services to online customers and designing the website marketing plans
- Analyzed competition through market information to finalize the marketing strategy
- Administered business operations for the profit centre with a view to realize pre-planning sales and revenue targets; formulated profit centre budget for operational / business development activities
- Rendered sustained services for high ROI, increased retention level by achieving quality norms and resolved their issues to attain high customer satisfaction
- Ensured the successful accomplishment of preset business targets in face of growing competition; identified the prospective clients, generated business from new accounts and developed them to achieve profitability
- Collaborated with multiple stakeholders like Field Channels Sales Vice President, Channel Directors and Managers to build demand for partner resourced revenue sales progression and quota achievement
- Liaised & coordinated with clients; managed customer complaints for achieving the customer satisfaction matrices
- Shared recommendations & insights regarding the future trends in industry and transformed into key initiatives

Key Highlights:

- Coordinated with the group marketing team to develop marketing campaigns to support sales strategy; generated new business and raised awareness of other company product

Feb'19- Till date | MRK Jewellers Pvt. Ltd., Mumbai | as Regional Sales Head (West, Central & South Zone Of India)

Key Result Areas:

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Key Highlights:

- Supported Retail Store Managers & Sales Staff to help raise awareness of new products, company news, promotions or coupons
- Coordinated with the group marketing team to develop marketing campaigns to support sales strategy; generated new business and raised awareness of other company products

Jan'16-Jan'19 | D. Naresh Kumar Exports Pvt. Ltd., Mumbai (Vivanca Jewels) | as Marketing Manager

Key Highlights:

- Enhanced the level of customer service by providing superior customer service to customers, sold high-end jewellery lines
- Successfully elevated business revenue, initiated new service line plan resulted increase in business
- Worked with the group marketing team to develop marketing campaigns to support sales strategy; generated new business and raised awareness of other company products

Jul'13-Dec'15 | Dimexon Diamonds, Mumbai | as Marketing Manager

Key Highlights:

- Successfully launched new products, determined brand positioning / repositioning and media effectiveness
- Built strong relationship with strategic account by leveraging key account management skills
- Worked closely with the delivery team for constant review of partners; conducted market research on competitors and rival products, submitted detailed reports and analyses on the same

PREVIOUS EXPERIENCE

Jan'08 -May'12 | Cappuccino Collection, Location | as Marketing Manager

Nov'05-Dec'07 | DAMAS Jewellery, Dubai | as Business Development Executive

Jun'98–Oct'05 | Super Gems, Belgium | as Diamond Assorter & Marketing Executive

PERSONAL DETAILS

Date of Birth : 23rd July 1979

Languages Known : English, Marathi, Hindi and Gujarati

Mailing Address : C/701, Panchsheel Residency, Mahavir Nagar, Near Sankalp Hotel, Kandivali (West), Mumbai - 400067