**MANOJ KUMARA.M**

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**Seeking assignments in Sales & Marketing/ Business Development/ Placement Coordination preferably in Bangalore**

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| **EXECUTIVE SUMMARY**   * An astute professionalwith **around 5 years** of experience across Sales & Marketing, Business Development and Placement Coordination. * Deft at preparing and delivering informational presentations to students in various locations and providing work placement information to employers and representatives from the community. * Known for applying innovative sales strategies to ensure deeper penetration, customer loyalty and brand presence. * Exposure in identifying and adopting emerging trends & addressing industry requirements to achieve organizational objectives. * Excellent analytical and detail oriented in approach with strong ability to adapt and handle risk operating outside comfort zone. | **CORE COMPETENCIES**  Sales & Marketing  Business Development  Client Relationship Management  Advertising / Promotions  Data / Records Management  Career Counselling  Placement Coordination |

**KEY RESULT AREAS**

**Sales & Marketing/ Business Development:**

* Handling marketing and sales operations for achieving increased growth & profitability.
* Identifying prospective clients, generating business from new accounts and developed them to achieve consistent profitability.
* Building and maintaining healthy business relations with major clientele, ensuring maximum customer satisfaction by achieving performance parameters delivery & quality norms.
* Maintaining cordial relations with customers to sustain the profitability of the business.
* Maximizing customer satisfaction level by on time delivery, monitoring customer complaints, providing efficient services.
* Handling customer grievances and resolving issues along with maintaining excellent client relationship management, time and resource management.

**Placement Coordination:**

* Developing, implementing and managing a variety of job placement and work-based learning activities for students, including assessment for job readiness, career exploration, navigation, coaching and/or counseling, and job preparation skills training.
* Providing direct support to students, including information and guidance about requirements of specific occupations; job market trends; proper work habits; and techniques for competing for jobs, including appropriate dress, preparing resumes, and interviewing strategies.
* Advising students in their preparation to seek employment.
* Connecting students to employers by facilitating interviews, matching students to internship sites, and assisting with job placement.
* Coordinating with career guidance staff to establish students’ goals and assess readiness for employment.

**CAREER CONTOUR**

**Jan 2022 – Apr 2022 with Edubridge India Pvt Ltd Bangalore, as Business Development Manager.**

* Generate leads and build relationships by nurturing warm prospects and finding new potential sales outlets.
* Manage and maintain a pipeline of interested prospects and engage sales executives for next steps.
* Identify best practices to refine the company's lead generation playbook.
* Build opportunity pipeline (not just lead) with sales team.
* Coordinated with Technical team for Customer Support and generated MIS on weekly/ monthly basis.

**Aug 2019 – Jun 2021 with AMC City College, Bangalore as Head- Corporate Relation & Assistant Professor**

**Accountabilities.**

* Performed research on Job Trends.
* Provided career services to MBA, B.Com, BBA and BCA Students.
* Maintained healthy relationships with Local Employers Network and arranged Hiring Events (Placement Drives).
* Screened potential candidates and took care of Seminars, Workshops, Industry Visit and Outbound Activates.
* Designed and implemented career education workshop and programming tailored for the needs of Technical, Commerce and management students.
* Provided individual career counselling to assist achieve their career and placement goals.
* Teaching and supervising undergraduate and graduate (UG and PG) students.
* Assisting with various departmental duties and providing academic support to professors and other staff.

**May 2017 – Feb 2019 with E-City Property Management and Services Pvt Ltd, Bangalore as Business Development Executive**

**Accountabilities.**

* Generated leads and searched business opportunity with the help of Cold calls, Using Bulk SMS, Mails, LinkedIn and attained business events.
* Enquired with Builders and Mall Managers with Appointment or without Appointment.
* Understood the competitor’s business marketing strategy and maintained healthy relationships with Agents (Man power Service Providers).
* Followed up with old customers and took reference for new business opportunity.
* Coordinated with Technical team for Customer Support and generated MIS on weekly/ monthly basis.

**Aug 2016 – Nov 2017 with KAP Computer Solution Pvt. Ltd., Bangalore as Business Development Executive**

**Accountabilities.**

* Ensured lead generation for PAN INDIA Market and made cold calls.
* Identified companies seeking franchisees, partners, distributors, dealers and agents and offered them unique products.
* Co-ordinated with Technical team for Customer SMS Package campaigns.
* Followed up the old customer for Recharge the SMS package and generated MIS on weekly/ monthly basis.

**ACADEMIC CREDENTIALS**

2014 MBA (Marketing and HR) from Surana College P.G. Department. Bangalore, Bangalore University with 68%.

2012 B.Com. From Vijaya College, Bangalore, Bangalore University with 65%.

**PERSONAL DOSSIER**

**Date of Birth:** 27th July 1991

**Languages Known:** English, Hindi and Kannada