

Beljin Baby

A: Pokkappillyil house,kavummannam P O,Kalpetta, wayanad-673121 |
M: +91 9074109281
E: beljin.baby@gmail.com

Objective

To be part of a dynamic organization, that offers challenging working environment where one can utilize energies and all skills in a positive direction and contribute towards overall objectives of the organization and personnel growth.

MBA – | 2011-2013 | DRAVIDIAN UNIVERSITY|BANGALORE

- Major: Marketing
- Minor: Human Resource

B.A FUNCTIONAL ENGLISH | 2008-2011 | KANNUR UNIVERSITY

Skills & Abilities

BRANDING

- Assisted in the overall brand creation and marketing for the new products
- Managed creative direction, photo shoots, including packaging, sales aids, visual merchandising, public relations, media planning to enhance branding
- Facilitated customer and employee training on value of Wolverine world wide shoe products to increase brand awareness

MARKET RESEARCH & ANALYSIS (MIS)

- Conducted market research and analyzed competitors to ensure campaigns were reaching the end customers as well as to provide insights to help retain customers
- Implemented consumer research and user experience analysis to create product recommendations
- Analyzing sales reports for understanding sales activity

MARKETING & TRAINING

- Developed marketing and distribution strategy for the brand including launching into new markets, profit and cost estimates, etc.
- Led the conception and design of new styles of marketing for the Wolverine Wolrd wide brands of Footwear (Caterpillar,Hushpuppies,Saucony,Sebago,Harley Davidson etc.)
- Participated in private and seasonal product launches to predict and forecast marketing and product strategies

SUPPLY CHAIN

- Supported sales of new stock keeping units (SKUs) for major shops
- Managed store room inventory and ordering of merchandise
- Monitored overall product distribution through reporting and onsite sales communication

Experience

ASSISTANT BRAND MANAGER | AL GARAWI GROUP, SAUDI ARABIA | 2015 NOV-18 APRIL

- Worked for a couple of years as an assistant brand manager focusing primarily on marketing, branding and market / sales research for the footwear section of the Al Garawi group

BUSINESS DEVELOPMENT MANAGER|NAPT|TRIVANDRUM|2014-2015 APRIL

Was taking a part in implementing the business well in the market and could score the company a top list in field of educational academics and training. Played a role in marketing and sale.

NOTEWORTHY ACHIEVEMENTS

- Organized Management Fest in 2012 and 2013 for South Indian MBA Colleges
- Done a project in HDFC for EDC machines important and availability in Indian market. Was a sales intern in HDFC for 6 months. 2013-2014
- Actively participating in sports ,scored state level and played football for university level.

PERSONAL INFORMATION

- Father's Name: Baby P P
- Mother's Name: Lilly K S
- Date of Birth: 10/02/1991
- Language Known: English, Tamil,Hindi and Malayalam
- Gender: Male
- Hobbies/Interest: Trekking, Travelling, Reading, Playing; Cricket, Football, & Badminton

I hereby declare that all the information furnished above is correct and true to the best of my knowledge

Beljin baby

