

## **SNEHA M NAIR**

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### **A BRIEF OVERVIEW**

- A dynamic professional with more than 10 years of experience in, Sales and Marketing, Business Development, Client Relations, Management Information Systems & Customer Care.
- Presently associated with Aster Medcity Cochin.
- Adept in, Sales, Marketing, Public Relations and Team Management.
- Possess strong interpersonal, communication and analytical skills with demonstrated abilities in sales, Marketing and Public Relationship Management.

### **CAREER HIGHLIGHTS**

**DEC-14 To Mar- 17 ASTER MEDCITY HOSPITAL COCHIN.**

#### **As Asst Manager, Business Development, Cochin.**

**Aster Medcity** is a Quaternary care health care centre in the south Indian city of Kochi and one of the largest in the state of Kerala. It is owned and managed by Aster DM Health care, a Dubai based health care conglomerate founded by Azad Moopen. This was the third venture of the group in Kerala, after the Malabar Institute of Medical Science (MIMS) and DM Wayanad Institute of Medical Sciences (DMWIMS).

#### **RESPONSIBILITIES IN ASTER MEDCITY**

- To attain targets through direct and corporate tie-ups.
- Providing customer support.
- Organize medical camps, medical talks for entire corporate channels.
- Maintain and Develop relationships with existing and potential business partners.
- Following up new business opportunities and setting up meetings.

#### **Sales & Marketing / Business Development**

- Developing competent strategies to attract new accounts and expand existing ones & working towards the organizational goals.

- Maintaining healthy business relations with Corporate / Institutional Clients, maintain high customer satisfaction level.
- Effective after sales service to foster business relations and derive opportunities for up selling of products and services.

**• DEC-2015 to AUG- 2016 SOBHCITY MALL THRISSUR**

Sobha City Mall is a huge shopping mall in Thrissur at Sobha City which has its existence since December, 2015. Mall is built up in an area of approximately 4,50,000 sq. ft. It has luxury business hotels, office space, restaurants with splendid ambience, food court inclusive of different counters of Indian and international brands of various cuisines, and a large parking area considering the convenience of visitors. The main highlight of this mall is INOX: the six screen multiplex having a capacity to accommodate around 1400 people at a time. Over a 100 appreciated making Sobha City Mall a favorite destination for fashion. This mall has a 4G WI-Fi system.

**As Asst Manager Marketing**

- Assisting the marketing manager and supporting the marketing team with marketing activities.
- Assisting with the production of marketing materials and literature.
- Coordinating the production of a wide range of marketing communications
- Providing support for marketing events and exhibitions as required
- Assist with the collation of information for promotional literature.
- Writing articles and promotional material for the company.
- Preparing interesting written copy for the website.
- Uploading marketing material to online libraries, internet groups and social media sites.
- Updating and maintaining the marketing department's documentation and databases. Managing events, booking venues and ordering marketing materials.

**• AUG-2007 TO JAN-2009 ING VYSYA LIFE INSURANCE**

**As Sales Manger.**

ING Vysya Life Insurance Company Limited, a part of the ING Group, the world's largest financial services provider entered the private life insurance industry in India in September 2001. Head quartered at Bangalore, ING Vysya Life is currently present in 246 cities and has a network of over 300 branches, staffed by 7,000 employees and over 51,000 advisor's, serving over 5.5 lakhs customers.

**ACHIEVEMENTS IN ING VYSYA LIFE**

- 1<sup>st</sup> August 2007- Joined as Business development executive.
- 30<sup>th</sup> February 2008 - Got confirmation.
- 30th August 2008 - Promoted as Sales Manager.

- Every six months achieved Rating 2 & 3.
- Availing the maximum performance pay for doing business more than 15 times of the CTC.
- Received Certificate of Honour in recognition to the contribution to 'Mega March Manifestation'.
- Received "Star of the Month" award in March 2007.
- Could sustain the Topper position in March 2008.
- Managing a 21 member productive Financial Advisor force.
- Attained targets through direct and team sales.
- Advisors qualified for Club Levels.
- Advisors availed foreign trips from various contest.
- Applause letters from the higher officials for the consistent performance & for being topper of the month.
- Most often over achieved monthly targets.
- Achieved appraisals in every six months from the date of joining.

<b>APR-09 To MAR-2010</b>	<b>SHRIRAM LIFE INSURANCE CO. LTD.</b>
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**As Asst Business Development Manager, Thrissur Br.**

Shriram Life Insurance CO.Ltd is a joint venture of the Shriram Group with SANLAM. While the Shriram Group comes with over three decades of experience in chit Funds. Trust Financing and other financial services businesses, SANLAM has assets of over \$55.6 bn(2,50,000 crores) under management and is the second largest player in life insurance in south Africa with 87 years of experience in life insurance and asset management

**RESPONSIBILITIES IN SHRIRAM LIFE INSURANCE**

- To attain targets through direct and corporate tie-ups.
- Providing sales support and training to the channel partners and generating business.
- Organize seminars, product launches for entire corporate channels.
- Maintain and Develop relationships with existing and potential business partners

**ACADEMIA**

- Bachelor of Commerce      MADHURAI KAMA RAJ      UNIVERCITY

- +2 STATE MADHYA BHARAT BOARD
- S S L C GOVT. OF KERALA

### **TECHNICAL**

- Diploma in Business Administration.

### **PROJECTS/SEMINARS/TRAININGS ATTENDED**

- Team Effectiveness
- Personality Development, Leadership Skills & Team Building.

### **PERSONAL VITAE**

Date of Birth : 23rd May 1985

Marital Status : Married

Language Proficiency : English, Hindi, Malayalam and Gujarati.

Current CTC \_ 7.2Lkh.