

**Muhammad Siraj Benkara**  
**Marketing Manager**



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<b>Present Add</b>	Calicut, Kerala, India		

**Career Objective**

Seeking a long-term opportunity to progress into an organization where integrity, innovation are fundamentals and where my professional experience, education and capabilities would add - value to the growth of my employer and myself. Following are my **Key Skills**:

- Media Planning
- Consumer Promotions
- Event Sponsorship
- Digital Marketing
- Marketing Budget
- Store Operations
- Training Programs
- Business Development
- Advertising – Print & Outdoor
- Product Launch
- Sales Forecasting
- Market Research

**Profile Summary:**  
**PGDMM with 12 years' experience in Marketing**

To develop and build the overall **sales & marketing strategies** of the Brand and sustain this positioning consistently over a period of time through various marketing tools. And ensure **smooth communication, execution/roll out corporate sales & marketing strategies** for the brand and contributing in strengthening the brand by effective planning based on **market dynamics and innovation**, while reporting to the General Manager - Sales & Marketing.

CITIZEN Watches Japan CBM Corporation (I) Pvt Ltd	Consumer Durable /Retail /Wholesale	Watches & Accessories	India –Bangalore (Across INDIA)	Executive/Assistant /Manager-Marketing	9-Years (2006-2015)
REDTAG/TWENTY4 Apparel BMA International Group LLC	Retail	Fashion Apparel	KSA- Dammam	Manager- Marketing	2-Years (2015- 2017)
CENTRE Shopping Mall Ghanem Al-Thani Holding WLL	Retail/Wholesale	Shopping Mall/ Luxury Watches	Qatar - Doha	Manager – Marketing	1-Year (2017-18)

**Details of Work Experience**

1). CITIZEN Watch Co Ltd is the core company of a **Japanese global corporate group** Watch manufacturer based in Tokyo, Japan. Worked as a **Executive/Assistant/Manager- Marketing in India**- Bangalore corporate office, and reporting to **Vice President– Marketing**.

**Key Responsibilities:**

- Effective **Media Planning** by finalization of the best media options available including Print/Electronic / Radio / Outdoors / Direct Mailers / E-mailers / SMS and events etc. to ensure the maximum reach and optimization of the budgets.
- Conduct regular market visits to track the competitor activity and continuously search for new opportunities in order to increase sales in the stores/region.
- Responsible to attain the sales target of respective stores.
- Train the employees to work efficiently to ensure smooth and continuous operation in stores.
- Tracking Competitor’s activities and Organizing New Product launches, Event sponsorship, Visual Merchandising, Participation in local and International exhibitions, Press meets, POP/POS, and Sales promotional activities.
- Planning & educating advertising agencies involved in the BTL process with strategic action plan for each month.
- Controlling and managing the advertisement and PR budget by region and category wise on a quarterly basis as per the corporate strategy.
- Preparation and execution of branding collaterals – Catalogue, brochure, Flyer, Standees, Price list, etc. as per the corporate guidelines.
- Responsible for setting up of sales targets and new tie -ups towards the objectives of the organization.
- Devising and executing social media engagement activity tools like (Facebook, Twitter, YouTube etc...)

- Model wise, State wise Sales analysis/Budget statement preparation. (Pivot Table, PPT etc.)
- Coordinating with the respective regions and ensuring that all visual brandings and Promotional displays are done within the time limit.
- Setting up Brand's exclusive showrooms across the country. Have executed 10 such brand outlets.
- Product Planning, Pricing, Advertising and Merchandizing of products in Indian Market by direct interaction with CBM Japan office.
- Experience in planning customer loyalty programs to engage more value relationship with the customers by offering reward points, SMS database campaigns, Offers zone etc.
- Plan and manage the product and PR photo shoot with the advertising agency.
- Preparing and submitting the Cycle-wise Branch BTL plan, Category P&L report and Event Calendar.
- Preparing Presidents' presentation at the completion of every month on all small & big Marketing Campaign run at the corporate level and branch level and the Road map for the future.
- Analyze Branch sales & marketing activities plan vs. achievements/compliance for each month separately & Branch BTL Budget Vs Expenditure Report.

2). **REDTAG Fashion** is a part of **BMA International Group LLC**, a refreshing concept of **Fashion & Lifestyle stores** launched in 2006. Currently has 160+ stores across **Middle East and Asia**. Worked as a **Marketing Manager** and **headed of 5 team members** and reporting to **Brand Head- Sales & Marketing**.

#### Key Responsibilities:

- To effectively manage the P&L within the allocated budget in order to affect a profitable performance for the stores.
- To Pro-actively contribute to the formulation and direction of retail strategy and implements projects and trails for the stores.
- Increase the Walk Ins to the store through various Promotions & Communication.
- Co-ordination with the Advertising Agency to develop and execute the Advt. Campaigns on a consistent basis.
- Through Strategic Media Planning, increase the width and depth of Brand Communication to reach to the Target Audience in a most optimum manner.
- Planning various Tactical Promotions & Events in different territories from time to time to fulfill short and long-term brand objectives.
- A well-planned comprehensive Budgeting Exercise and meeting these budgets without compromising the impact of the communication or liquidating the Brand Promise.
- Finalize the Marketing Plan for the region. Also tracking competition activities on a regular basis.
- Experience in developing and executing online campaigns, social media marketing and other lead generating strategies.
- Measuring the effectiveness of the Marketing Plan and corrective measures. Also tracking the performance of each & every promotion and all other marketing activities and their direct impact on sales / walk ins / conversion / bill size etc.
- Preparation and execution of branding collaterals – Catalogue, brochure, Flyer, Standees etc... as per the corporate guidelines.
- Finalize and ensuring a strict control of the Marketing Budgets.
- Undertake frequent Market Research and Consumer Surveys to understand customer and competitive environment.
- Managing the Corporate Communication & PR activities in the region.
- Effective Media Planning by finalization of the best media options available including Print/Electronic / Radio / Outdoors / Direct Mailers / E-mailers / SMS and events etc. to ensure the maximum reach and optimization of the budgets.
- Finalization and implementation of a consistent overall Communication Strategy.
- Planning and implementation of Retail Identity program across all stores nationally to ensure a consistent look and brand experience.

3). **CENTRE Shopping Mall** is the first shopping mall located in the state of Qatar in 1978. The company is a wholly owned subsidiary of **Ghanem Al-Thai Holding WLL**, which offers 50 local and International retail & food brands. Working as a **Marketing Manager** for the shopping Mall & Luxury watches.

#### Key Responsibilities:



- Responsible to attain the sales target of Luxury watch segment, which is owned directly by the management.
- ROI analysis on each promotion and reporting to the management
- Preparing the annual Sales & Marketing Plan, and ensuring that sales objectives are achieved, measured and results reported to all relevant stakeholders.
- Co-ordinate retailer newsletters and look for methods to improve communication via other medium
- Develop understand and communicate relevant retail trends to the management – areas to include sales and footfall forecasting & reporting the general issue's
- Develop and implement ATL and BTL marketing campaigns and brand strategies to achieve sales targets, from creative brief through to analysis and recommendations.

- Budget management of campaigns in line with overall sales & marketing budget
- Develop individual marketing campaigns for retailers as required
- Assess the effectiveness of the mall website and implement content improvements and new features to meet on-line objectives.
- Manage and develop the e-newsletters from the website as required
- Incorporate online activities with offline marketing promotions
- Day to day responsibility for all consumer PR, liaison with PR agency, head office PR and Leasing team as well as other stakeholder
- Provide communication solutions for all events and guest service promotions which includes managing the internal guest literature package, which includes up-dating mall guides, directory boards and general guest services literature
- Management of the Gift Card program and any loyalty card programs that are implemented
- Work effectively with internal departments (esp. leasing, specialty leasing, sub-brands and guest services to ensure optimum business effectiveness and information is communicated around the business units – new store openings, launches, events, changes to procedures, staff newsletter)
- Work closely with all agencies to develop yearly media plan and ensure timely and top-class implementation of all marketing communications.
- Develop and manage relationships with retailers, head office, suppliers, retained agencies – ensuring cost efficiencies and brand guardianship is achieved at all times.

### Special Assignments:

- National service scheme **team leader** brought out at the college 2003-2006.
- Awarded in recognition of outstanding support and contribution to the **launch of new 10 stores in one day at KSA.**

### Educational Qualifications

University	Degree			Major Subjects	Marks
	Post-Graduation	PGDMM	Post Graduate Diploma in Marketing Management	<ul style="list-style-type: none"> <li>• Retail Management</li> <li>• International Marketing</li> <li>• Strategic Management</li> <li>• Consumer Behavior</li> </ul>	61%
	Graduation	B.COM	Bachelor of Commerce	<ul style="list-style-type: none"> <li>• Business Strategy</li> <li>• Sales Management</li> <li>• Finance Management</li> </ul>	63%

### Training & Other IT Expertise

#### Accounting Software

a) Hands on Experience towards Accounting on ERP Software's -**Tally and Customized Oracle based Software - VOYAGER**

#### MS Office 2016 (Advance Level) ---- Excel, Word, PowerPoint, Access, Outlook

b) Hands on Experience on **Advance Excel Features & Formulas**

(1) **Advance Excel Formulas** - Lookups, Text formulas & many others formulas

(2) **Advance Excel Features** - Pivot Table, Dashboards, Charts, Sorting & Filter data, Data Validation, Solver, Grouping, Consolidate, Hyperlink, Conditional Formatting, Form Controls & many other features.

### Declaration

I hereby declare that all the statements made above are complete and correct to the best of my knowledge and belief.

Date:

Place:

Signature: