



ALEXINA MERY BINU

MBA(MARKETING & HR)



PERSONAL PROFILE

I am a Results-oriented sales professional That has a proven track record of exceeding monthly sales quotas. Highly skilled at creating new relationships and maintaining strong customer relations to generate repeat business.

ACADEMIC HISTORY

KARUNYA INSTITUTE OF TECHNOLOGY & SCIENCE



Master of Buisness

Administration(Marketing & HR) |

July 2018 - May 2020

-Roll Number-**CRK18MS1010**

-Passed with 92.5%(**University Rank holder**)

KARUNYA INSTITUTE OF TECHNOLOGY & SCIENCE



Bachelor of Technology(Computer

Engineering) | Jun 2014 - Jun 2018

-Roll Number-**UR14CS229**

-Passed with Distinction(**8.10 CGPA**)

BISHOP MOORE H.S.S



Higher Secondary Education I(2013-
2014)

-Roll Number-**1105277**

-Passed with Distinction 95%

WORK EXPERIENCE

SR.KEY ACCOUNTS MANAGER-(IP)



RADIO MIRCHI-(TIMES GROUP) | Mar 2022 -
present

- Ideation ,creation and selling of BTL IP's for Kerala cluster.
- Conceptulization,Organisation and Execution of Events
- Activation and AD Selling Media Planning,Project Management.
- BTL Specialist,Marketing and Branding
- Identification of New Clients And getting them on Board
- Ideation of Client Specific Requirement Like New Product Launch, Store Launch etc



AREAS OF EXPERTISE

- Channel Sales
- Distribution Sales- Telecom, FMCG Sales
- B2B ,B2C Sales
- Customer Relation
- HR Roles



CONTACT INFO



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-LinkedIn:
[linkedin.com/in/AlexinaBinu](https://www.linkedin.com/in/AlexinaBinu)



WORK REFERENCE

Sathish Kumar

Area Sales Manager(Vi)
Chennai
Ph-No-988432381

Nithin Lakshman

Team Leader (Hedge
Equities)
Ph-No-7560949787

-Clients Handles-



TERRITORY SALES MANAGER- CHENNAI



VODAFONE IDEA LTD | Jan 2021 - Mar 2022

- To appoint and manage Channel Partners to effectively service retailers.
- Expand distribution and strengthen trade relationship and conducts rigorous performance reviews in the territory
- Also is responsible for Salesmen & Distributor capabilities for market extraction - acquisitions and revenue.
- Train Sales employees ,Develop Effective sales Strategies
- Location Handled-Pallavaram Chennai.
- To Maintain the Stock Norms And Tower Management
- To Solve the problem of Distributor and Retailer And to maintain a good relationship with outlet
- Track and Review the Performance of DSE
- Ensuring the product visibility in the market & Creating Awareness about the Various Product

Nischal Cherian
Team Lead(Mirchi)
Cochin
Ph-no-9567616373

RELATIONSHIP MANAGER- Hedge invest with an edge **COCHIN**

HEDGE GROUP | Feb 2020 - July 2020

- To promote the production of products and conduct interviews for interns
- Client Engagement & Digital Marketing
- Understanding Customer need develop plans to address them
- Identify key staff in company to cultivate profitable relationships
- Forwarding Upselling And cross selling opportunities to the sales team
- Aim to Preserve Customers and renew Contacts

SALES INTERN



COLGATE PALMOLIVE | Aug 2019 - Aug 2019

- To analyze the market and participate in the promotion of the various colgate products
- Direct Selling of Products
- Analysing Consumer Behaviour

INTERN

MM INFO INTERNATIONAL LTD | (JUNE 2019 - JULY 2019)

- Community , Personal and Social service business . Recently into manufacturing health supplements
- Buisness Development
- Labour Daily Pay Monitoring

CERTIFICATIONS

**CAMBRIDGE BUSINESS
ENGLISH**

-NOV 2014



**ADVANCED MICROSOFT
EXCEL**

-AUG 2018



UDEMY

-BUSINESS ANALYTICS I JULY 2019



GOOGLE LNC

- GOOGLE DIGITAL UNLOCKED I JULY 2020

