



RONY JOY

A dedicated professional with 9 years of experience in fostering collaboration, driving business growth, and transforming mid-sized start-ups into stable enterprises. Skilled in business development, operations, marketing, telecom, strategic thinking, stakeholder engagement, and managing diverse workforces across multiple business lines. Demonstrated success and proven track record in leadership roles.

WORK EXPERIENCE

SERC | Private Secretary (For SERC and the group company SALISA UNIVERSE LIMITED)

JULY 2023 onwards | Ernakulam, Kerala, India

- Heading all business functions, ensuring efficiency in sales and related operations.
- Adding new business lines achievements of P&L targets.
- Handling investors and liaison officers in domestic and international business. (UAE, Saudi Arabia, Qatar, Oman, Kuwait, Tanzania, Uganda)

SERC | General Manager (Business Development & Operations)

JULY 2022 – JUNE 2023 | Ernakulam, Kerala, India

- Monitoring Team performances, motivation and operational functions.
- **Direct/Retail Franchisee store** - Planning, strategizing the go to market plan.
- **B2B operations** - Ensuring profit contribution from the vertical and Build up a separate product proposition to cater to the segment.

Vodafone Idea Limited | Business Analyst and Campaign Manager (Marketing)

NOVEMBER 2019 – JUNE 2022 | Vyttila, Ernakulam, Kerala, India

- Analyze business information to identify process improvements for increasing business efficiency
- Provide strong analytical information to support management team for smooth operations

Big Restoration Music Productions | Music Production - Manager

FEBRUARY 2019 – OCTOBER 2019 | Cochin, Ernakulam, Kerala, India

- Manage project budgets, financial decisions related to studio time, musicians, and expenses.
- Handle contractual and legal matters, including licensing and royalty negotiations.

TATA Docomo | Business Analysis (Sales & Distribution)

JUNE 2018 – JANUARY 2019 | Palarivattom, Ernakulam, Kerala, India

- Revenue and Activation Analysis update on a Daily/Weekly/Monthly basis.
- Performance tracker of Sales Team based on Individual KPIs
- REAP / Incentives Calculation (Sales Teams PLA working) on required timelines

TATA Docomo | SAS Manager (Marketing)

SEPTEMBER 2017 – MAY 2018 | Palarivattom, Ernakulam, Kerala, India

- Create and deliver offers to a specific base as per the requirements of Corporate Marketing Team
- Reconfigurations of Prepaid products through SAS (For Voice & Data)
- Monthly and weekly analysis of campaigns (by Excel, Access, SQL)

TATA Docomo | Postpaid support executive-CCM-KL (Customer complaint management)

OCTOBER 2015 – AUGUST 2017 | Palarivattom, Ernakulam, Kerala, India

- Handling mobility and wire line (TTL Broad band) complaints.
- CRM activities and MIS Reporting.

TATA Docomo | Retention Coordinator (retention CRM activities)

SEPTEMBER 2014 – SEPTEMBER 2015 | Palarivattom, Ernakulam, Kerala, India

- Handling complaints (billing issues, service issues, technical issue)
- Resolving issues of walkin customers and took appropriate actions

EDUCATION

B.com (Bachelor of Commerce) MAR 2022

HSE (Higher Secondary) MAR 2013

SSLC (Secondary School) MAR 2011

PROFESSIONAL SKILLS

- ◆ Product Development, P&L Management and Performance Management
- ◆ Stakeholder Management
- ◆ Change Management and Crisis Management
- ◆ Digital streams, Marketing, Sales and Revenue enhancement

EXTRA SKILLS

- ◆ knowledge in Microsoft excel and access
- ◆ SQL & Fox Pro
- ◆ CCNA
- ◆ Knowledge in Windows 98\Xp\2000\2003 Server\2008 Server\2012 server
- ◆ Graphic tools: Adobe Photoshop, Adobe illustrator
- ◆ Music Production (DAWs) - Logic Pro (Mac OS), Studio One and Pro tools
- ◆ Video Production - Adobe Premier Pro

LINGUISTIC ABILITIES

English, Malayalam

BRANDS WORKED WITH



Address & Personal Details

Puthanpunpurakkal (H,)Elamkunnapuzha P O, Ernakulam, Kerala, India, Pin Code – 682503
Date Of Birth: 16 May 1996 | Gender: Male | Religion: Christian | Nationality: Indian

Contact me:

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