

K.P GEORGE

KAVUPURAYIL (H)

RAJAKUMARI P.O

IDUKKI-685619

Ph: +91-9656861303

kpgeorge362@gmail.com



CAREER OBJECTIVE

Talented professional with experience in Branding & Marketing. Managing B2C & Franchises revenue generation, proven ability to assume challenging roles, perform in highly sustainable results, reputation for improving productivity, reducing cost & augmenting financial results. Committed to performing professionally & effectively to contribute to the success of the company.

Academic Qualification

- Graduation in B.COM COMPUTER APPLICATION from M.G UNIVERSITY with 74% mark during the year 2017-2020
- Under Graduation in COMMERCE from BOARD OF HIGHER SECONDARY with 68% mark during the year 2015-2017
- Passed 10TH BOARD CBSE from MONTFORT VALLEY SCHOOL with 86% mark during the year 2015.

Project

Name : Impact of Digital Marketing on Youth

Duration : 3months

Team size : 4

Description : Teens are getting more familiar with the upcoming and emerging, through which they may compare them and follow the best among them. In this way, teenagers may increase their media literacy and get exposure to many new terms of social media. They gain social confidence from interacting with other people online, which make them more social, confident, independent while joining the new college, roaming new places or in making new friends. Many teens find support in online communities, this is especially true for kids who have unique interests or feel isolated.

Technology : performed using MS Office

Additional Activities

NSS volunteer Work : The NSS Unit of our college was actively involved in various awareness programs on Clean India, Disaster Management, Health awareness, blood donation, adult educations, cleaning campus etc.

Working as Assistant manager - Branding & Marketing at Neuberg Diagnostics private limited (April 2023).

Branding / Marketing

- ✓ Plan and organize centre campaigns.
- ✓ Identify and pursue new opportunities for brand partnerships and collaborations.
- ✓ Planning and executing BTL activities, Public camps and RWA camps.
- ✓ Manage budgets and allocate resources effectively to maximize ROI.
- ✓ Develop and execute brand marketing strategies to increase brand awareness and drive sales.

- ✓ Conduct market research and analyse consumer trends to inform brand positioning and messaging.
- ✓ Manage and oversee the development of marketing materials such as advertising campaigns, social media content, and sms campaigns.
- ✓ Collaborate with cross-functional teams including product development, sales, and creative to ensure brand consistency across all touch points.

- ✓ Monitor and report on brand performance metrics such as sales, customer engagement, and brand sentiment.
- ✓ Mentor and train junior marketing team members to develop their skills and knowledge in brand marketing.
- ✓ Home collection enquiry management and allocation.

Worked as Marketing Executive at Dr.Lalpathlabs (March 2021 – March 2023).

Business development / Marketing

- ✓ Planning and executing BTL activities and Health camps. Franchises promotional activity.
- ✓ Monitoring Franchise, PSC centres and sharing collection status to sales head.
- ✓ Supporting Franchise team related to documentation, agreement preparation, code creation, sales promotion.
- ✓ Plan and organize camp at the centres.
- ✓ Follow up with Franchise setup and marketing.
- ✓ Organize health camps at residential community.
- ✓ Home collection enquiry management and allocation.
- ✓ Coordination with other departments in the lab.
- ✓ Generating clients for B2C business.
- ✓ Doctor visit, package promotion and adding new business for franchise.

Worked as Administration executive at SNS TRADERS (April 2020 – January 2021)

Key Roles:

- ✓ Purchase and Sales Billing.
- ✓ Arrange goods for delivery.
- ✓ Petty Cash Management.
- ✓ Recording day to day accounting transaction.
- ✓ Coordination with Sales Personnel regarding timely dispatching of Purchase Orders.

- ✓ Coordination with Transporters.

SKILLS & COMPETENCIES:

- ✓ Campaign planning and execution
- ✓ Social media marketing
- ✓ Direct marketing
- ✓ Project management
- ✓ Creative problem-solving
- ✓ Market research and analysis
- ✓ Budgets and cost control
- ✓ Cross-functional team leadership
- ✓ Vendor and stakeholder management
- ✓ Brand positioning and development
- ✓ Customer segmentation and targeting.
- ✓ MS Office. Word, Excel, PowerPoint, Access.
- ✓ Email. Filters, Folders, Mail merge, Rules.
- ✓ Google Drive. Docs, Sheet, Forms, Slides
- ✓ Spreadsheet. Excel, Google Sheet, OpenOffice.
- ✓ Social Media. Facebook, Twitter, Instagram.

Personal Data

Father's Name : PRINCE GEORGE

D.O.B : 19-03-1998

Gender : Male

Marital Status : Single

Nationality : Indian

Religion : Christian

Languages Known : Malayalam, English, Tamil and Hindi.

Area of interest

- ✓ Listening to music
- ✓ Travel
- ✓ Sports
- ✓ Volunteering and community involvement
- ✓ Yoga
- ✓ Reading
- ✓ Photography
- ✓ Marketing

Declaration

I hereby declare that above particulars of true and correct to the best of my knowledge and belief.

Place: Idukki

Date: