



# S.KARTHICK

Asst.Branch Manager at Ceasefire Industries Pvt Ltd.

**M.B.A Graduate Certified in Successful.**



## Professional Summary

Accomplished Asst.Branch Manager with innovative leadership style and expertise in brand positioning strategies. Outstanding sales and marketing talents with an MBA focused in Marketing & Finance from St.Peters College, Chennai, Tamil Nadu. Great influencing and communication strengths.



## Work History

### Asst.Branch Manager

Ceasefire Industries Pvt Ltd, Chennai, Tamil Nadu

- Prepare plan to achieve the assigned business objectives for the territory on a monthly level and work towards achievement of targets.
- To draw various Marketing strategies, identifying potential Prospects and closing a win-win deal.
- Established relationships with key decision-makers within customer's organization to promote growth and retention.
- Dealers management within the assigned territory.
- Negotiated and closed long-term agreements with new clients in assigned territory.
- Devised effective marketing, sales and other promotional initiatives.
- Worked with existing customers to increase purchases of products and services.
- Identified Dealer challenges related to corporate service in order to formulate potential solutions.
- Ensure payment collections as per the set benchmarks
- Monitor the outstanding payments on regular basis and take measure to minimize the over dues.

02-2015  
to Present



## Contact

### Address

Theni, Tamil Nadu, 625521

### Phone

09944535308

### E-mail

Karthick.selva4@gmail.com



## Skills

Presentation



People Management



Problem solving



Negotiation



Key Accounts Management



## Software

Adobe photoshop



Microsoft Office



Power BI



SPSS



## Languages

English



Tamil



Telugu





## Education

2012 -2014

### **MBA: Marketing**

St.Peters College-Chennai

- Graduated with 6.5 CGPA
- Member of Madras Management Association.
- Member of BOOMI CSR activity.
- Member of Entrepreneurship Development Cell.
- Research work in Analysis of market potential of Ceasefire Industries Pvt Ltd.
- Internship in Larsen & Toubro Limited.

2009- 2012

### **Bachelor of Commerce: Commerce**

St. Joseph's College - Trichy

- Elected as Cultural secretary for the department in 2010
- Elected Captain of Women's Empowerment outreach activity in 2011

2008-2009

### **12th Std: Commerce, Computer Science**

Sri Sakthi Vinayagar Matriculation Higher Secondary School - Cumbum

- Elected treasurer of the school 2008-2009
- Completed in Top 10% of Class



## Current Package

**Current Package – 6.85 Per Annum**

**Expected Package - 7.50 Per Annum**

**Notice Period – 15 Days**



## Accomplishments

- Won for prestigious Ascent league award for all the quarter of the financial year 2019-2020 for My contribution towards new client's acquisition & Customer Relationship Management.
- Overall championship in Stella marris Astera-2014
- Champion in volleyball in school



## Hobbies

- Photography
- Reading books
- Blogging
- Playing cricket and badminton



## Personal Details

- Father's name: Selvam
- D.O.B :10-09-1989
- Gender: Male
- Marital status: Married