



## CURRICULAM VITAE

**Nishad Babu. KT**  
**Keralamthodi House**  
**Koottil Post Mankada Via**  
**Malappuram, Kerala 679324**  
**Mobile :- +91 9809603113**

Email :- [nishadbabukt@gmail.com](mailto:nishadbabukt@gmail.com)

### **OBJECTIVE: -**

- To secure a position with a reputable company in which to exercise my knowledge and training as a Field Sales

### **Executive. Positions Desired; -**

- Retail sales, Business Planning, Business development

### **PROFESSIONAL HIGHLIGHTS: -**

- Strong accomplished Sales experience with progressive career advancement and increasing levels of responsibility
- Total work experience of 7 years in Retail sales and Marketing
- Key Knowledge Domains include retail sales, Business development
- Marketing, Group management and Project sales
- Excellent relationship management skills
- Strong executive presence, active listening, client preparedness, and presentation skills
- Excellent Presentation skills & Oral and Written Communication skills.

### **PROFESSIONAL EXPERIENCE: -**

- **Asian Paints LTD 2020 (November)**  
**Designation: DSR (Direct Sales Representative) Malappuram**

### **Job Responsibilities: -**

- Overseeing and developing marketing campaigns.
- Promotional activities
- Distribution handling
- Pitch new products and ensure new products training and product usage
- Profile, maintain and update records of all contractors in the territory / unit
- Keep track of work-in-progress sites of top carpenters through regular follow-up
- Work with end users to identify opportunities and generate leads for secondary liquidation.
- Conducting research and analyzing data to identify and define audiences.
- Monitoring performance
- Updating databases and using a customer relationship management (CRM) system

- Channel Sales
- Secondary sales
- Devising and presenting ideas and strategies.

**Skills:** -

- Business Development,
  - Retailing Business Management,
  - Ambitious and highly motivated to meet the demands of the job
  - Excellent skills in marketing and business development
  - Able to identify and develop new business opportunities
  - Good time Management skills
  - Able to work under pressure and with no supervision at all
  - Exceptional communications skills
  - Microsoft office
  - Skilled various computer programs ins sales and marketing
- **2012 (April) – 2020 February: Madeena Paint&Hardwares.**  
**Designation : Sales Executive (Malappuram)**

**Job Responsibilities:** -

- Proven track record for exceeding sales and service objectives
- Direct responsibility for shop to be “customer ready” at all times (daily housekeeping, maintenance, and client amenities)
- Analyzing the business to determine shortfalls and developing action plans to improve performance
- Develop and maintain excellent relationships with relevant organizations and influencers, for example, Global Platform, in the Industry for the benefit of the Company and to ensure the communication of any ideas or information to the Company on trends, standards, quality and software performance
- Holding staff and supervisors accountable for ensuring high standards of presentation within the store.
- Controlling operational expenses
- Building, developing & maintaining relationships with key business partners.
- Ensuring all customers issues are resolved in a timely manner.
- Disciplining staffs who consistently fails in their duties.
- Communicated any new products to our Customers

**Extra Curriculum Activity**

- Present member of local club cricket team

**Courses:** -

- The Fundamentals of Digital Marketing Certified by Google
- Introduction to MS Excel (SkillUp by Simplileran )

**EDUCATION:** -

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- Bachelor of Arts English (Manonmaniam Sundarnar University)-2013-2016 (50%)
  - PLUS TWO - Commerce -2010-2012 (65%)

SSLC – 2010(60%)

**PERSONAL DETAILS**

Date of Birth	02/01/1994	Marital Status	Single
Sex	Male	Nationality	Indian
Languages Known	English, Malayalam		

**Declaration**

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I hereby declare that the information furnished above is true & correct to the best of my knowledge & belief.

Place: - Malappuram.

Nishad Babu. KT,