

# Vivek Ramanarayanan

Chennai

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## Profile Summary

MBA Graduate with 3 years of experience in sales & marketing. Demonstrated track record in framing marketing strategies, running marketing campaigns & building strong professional relationships.

## Key Skills

- Marketing Strategy
- Branding
- BTL Activation
- Customer Segmentation
- Key Account Management
- Vendor Management
- B2B Sales & Marketing
- Microsoft Office

## Professional Experience

**The India Cements Ltd** **Channel Marketing Manager - MT** **May 2019 - Present**

- **Regional Marketing Manager** for Tamil Nadu in-charge of Promotional Schemes for the Channel Partners
- Implemented the **Dealer Segmentation** process for Tamil Nadu Market based on their sales volume (business plan) and overall marketing strategy
- Defined the activity plan and marketing deliverables for the appointed channels based on the above.
- **Developed, streamlined & launched** a point-based loyalty program app with the objective of increasing the customer base of the company and **tracking the secondary sales of the company**
- Responsible for creating a mechanism to collect data for analyzing the **market potential & measure the company's penetration (outlet share)** in a particular territory/district/region
- Strategizing with senior management/sales personnel to **develop & implement marketing campaigns** to increase brand recall amongst consumers
- **Identified key accounts/customers** in Chennai and launched a marketing campaign targeted at enhancing counter sales. 65% of the selected outlets showed increase in outlet share as a result of higher brand recall.
- Managed **end to end operations** of the campaign – starting from vendor discovery, determining route plan, addressing outlet issues, implementing campaign and delivering insights on its effectiveness.

**Medallin Sports** **Manager – Sales & Marketing** **Oct 2015 to Dec 2017**

- Managed the commercial accounts of Sports Celebrities like Mithali Raj (Women's Cricket Team Captain), Dinesh Karthik and Dipika Pallikal
- **Acquired new clients** such as Lia Aggarbati, Zeven World & DSC Sports and thereby provided holistic sports marketing solutions which helped clients derive maximum ROI
- Assessed market opportunity for proposed new services and thereby was pivotal in **launching the Sports Travel Business Vertical**. Bagged a deal with Nilkamal Plastics by selling hospitality tickets for FIFA WC 2018, **generating profit worth 2 Million** for the company

## Internship Experience

**Nippon Paints** **Marketing Intern** **Mar 2018 – Apr 2018**

- Supervised and executed ATL Wall-painting campaign #YellowPoduWhistlePodu as part of Nippon – CSK IPL Partnership
- Liaisoned with authorized Nippon Dealers as part of the CSK marketing campaign to further increase awareness

**Pro Sport Development** **Communications Intern** **Aug 2014 - March 2015**

- **Social Media Management and Media Liaisoning** - Releasing press releases, managing Facebook and twitter page of the company and writing articles in online platforms about the initiatives of the company
- Member of the events team that organized Hero Motocorp Odisha Weightlifting Competition and PSD"5Km Run"

## Positions of Responsibilities

- Community leadership experience in volunteering for Slum Soccer, an NGO which worked for improving communication and team-building skills for underprivileged children through Football
- Treasurer of the Commerce Club in School

## Educational Qualification

Degree	Year	Institute, University/ Board
PGPM – Marketing & Strategy	2018-2019	Great Lakes Institute of Management, Chennai
B.Com	2011-2014	RKM Vivekananda College, Chennai

## Extra-curricular Activities

- Campus Winners - Yes Bank Transformation Series Case Study Challenge
- Wrote blogs in online platforms such as Sportskeeda and Indian Sports Books
- Interests – Football, Poker and Fitness
- Languages – English, Tamil and Hindi