

**BRIAN VYKYLL**

#432,16<sup>th</sup> Main  
A.B. Layout  
Vijayanagar  
Tumkur 560 040

**Phone:+91 98993 12345**  
**E-mail : bv@rediffmail.com**

---

**Senior Marketing Executive seeking a middle-senior level position in the management team of a reputed firm.**

**EXECUTIVE SUMMARY**

- Over 11 years of experience as Business manager, Branch Manager, Purchase Assistant and Operations Assistants in various companies.
- Proven track record of achievements in Marketing, Sales and Purchases.
- Capable of planning, designing and implementing marketing and media strategies.
- Great networking abilities—solely responsible for recruiting and creating a large distribution network in the whole of South India for his company.
- Exceptional multi-tasking abilities.

**CORE COMPETENCIES**

- Strategies in Sales Promotional Activities
- Knowledge of Sales forecast ERP Package (BAAN )
- Negotiating with vendors and distributors
- Processing Government Tenders

**OCCUPATIONAL CONTOUR**

June 2003-till date      *Senior Marketing Executive*      NAYAN INDUSTRIES

**KEY RESPONSIBILITIES**

- Totally responsible for all marketing activities in South India
- Recruiting, networking and negotiating with distributors in Karnataka, Kerala, Tamil Nadu, Andhra Pradesh, Pondicherry and Goa.
- Processing Government tenders in all the states in South India

## **ACHIEVEMENTS**

- Promoted as Zonal head within a year of joining the company
- Attained an increase of over 40% sales in a calendar year

Planned and organized major promotional activities, such as a dealer's meet attended by representatives from all major metros of South India.

- Brought about an increase of 25% in dealer's network
- Increased the market share of the company from 35% to 60% which was a serious setback to competitors
- Created and developed the brand image of the company

## **February 2002–May 2003 *Business Manager* DIANA PRODUCTS.**

### **KEY RESPONSIBILITIES**

- Liaising with company distributors
- Appointing distributors in Karnataka and Tamil Nadu
- Building and balancing the dealers network
- Designing and implementing local marketing and media strategies
- Spearheading new product launches and retailing initiative for the unit
- Taking purchase orders after product demonstration

### **ACHIEVEMENTS**

- Doubled sales in Karnataka within a short period of 4 months
- Added several high profile clients to the company
- Achieved increase in sales after re-negotiating with existing dealers

## **May 2001- January 2002 *Branch Manager* REHANA MAINTENANCE**

### **KEY RESPONSIBILITIES**

- Handling sales, marketing and purchase pertaining to maintenance of corporate offices
- Recruitment of personnel for the company

## **ACHIEVEMENTS**

- Restructured and reorganized the entire operation in Karnataka in terms of professionalism
- Increased productivity of workers
- Attained increased revenue by 20% by negotiating with the existing clients

## **STRENGTHS**

- Excellent leadership and organizational skills
- Good communication skills
- Fluent in several languages—English,Hindi,Kannada,Malayalam,Tamil,Konkani,Tulu
- Ability to work under pressure
- Good motivator—can motivate self as well as others
- Multi-tasking capabilities
- Proficient in MS Office,Word,Excel,Outlook,ERP packages

## **EDUCATION**

- Post Graduate Diploma in Business Administration. Specialization in Marketing Management
- Master of Commerce, University of Delhi,2002