



SHANU K. A

Date of birth: 16/07/1984 | **Nationality:** Indian | **Gender:** Male |

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KANJIRATHINGAL HOUSE, ALUVA, 683101, Aluva, India

About me:

To obtain a position to participate and to collaborate with my personal experience, abilities, knowledge and competitions in the profit of the objectives of the company and to continue with my professional development.

WORK EXPERIENCE

04/01/2016 – CURRENT – India

MARKETING MANAGER – CS BATH SOLUTIONS

- Meet the corporate client like top builders, Architects & Interior designers.
- To achieve the target given by the Company
- Forecast volume of future sales to maximize profits.
- Played a key role in advertising sessions- Organized trade-shows, special events, exhibitions and displays.
- Promoted the company locally by communicating with local Social Medias, journals and the community in general.
- Recruit, hire, train, evaluate and counsel sales employees. Schedule, organize and direct assignments.

03/01/2012 – 30/12/2015 – India

CENTRE HEAD – AERO INSTITUTE OF TECHNOLOGY

- Oversees daily centre operations and coordinates centre activities through assigned staff, prioritizes and delegates work activities.
- Operational management in placements of the students.
- Team management and assigning work to the faculties and whole staff members.
- Conduct seminars in college and schools and lead them to admissions.
- Prepares periodic reports, financial statements and records on centre projects, progress, status or other special reports for management or outside agencies.
- Directs, monitors and participates in research activities including data collection, evaluation and telecalling.

02/05/2007 – 31/12/2011

BUSINESS DEVELOPMENT MANAGER – IJIT EDUCATION PVT LTD

- Implementing sales promotional activities as a part of brand building and market development effort.
- Kiosk activities in crowded area especially near to educational institutes and corporate companies for admissions.
- School and college visit to collect student datas.
- Maintains direct contact with personnel of various outside organizations and university departments associated for seminar.
- Branding promotional activities scheduling with team members.
- Initiating new ideas for institute for the branding purpose like

participating in all school college activities, implementing new advertisement strategies etc.

● EDUCATION AND TRAINING

2004 – 2007

B.B.M (C.A) – Bharathiyar University

● LANGUAGE SKILLS

Mother tongue(s): **MALAYALAM**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2
TAMIL	C2	C2	C2	C2	C2
HINDI	C2	C2	C2	C2	C2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● DIGITAL SKILLS

My Digital Skills

CSS SAAS SCSS | Microsoft Office | Microsoft Word | Microsoft Powerpoint | Zoom Webinar - Zoom Meeting | Google (Google Meet, Google Docs, Google Classroom, Google Forms, Google Drive, Google Slide | Skype

● COMMUNICATION AND INTERPERSONAL SKILLS

Skill

- Marketing Strategies
- Operational Management
- Sales Activity
- Event Management
- Customer Service Excellence
- Teambuilding/Training/Supervision
- Social media promotion
- Branding Promotion