

VENKATESH KUMAR SEKAR

¾, NRG Nagar, Thanner Pandhal, Peelamedu(PO),
Coimbatore | 7845613611 |
venkateshkumaar4@gmail.com

PROFILE SUMMARY

- Talented Brand specialist able to take products and services to new professional and success levels by developing consumer-driven and effective brands that improve the business bottom line and propel company offerings to the top.
- Result-focused marketing specialist with a creative and adaptable leadership style who cultivates a highly productive and engaging company culture.
- Dedicated to driving client satisfaction and product visibility through targeted marketing strategies.
- Devise and implement sourcing strategies, such as an employer branding initiative, to build pipelines for potential applicants
- Create and implement end-to-end hiring processes to ensure a positive experience for candidates

CORE COMPETENCIES

- Brand Management
- Market Research & Analysis
- Marketing strategy
- Creative and Innovative Thinking
- Budget Management
- Vendor and Agency Management
- Client Handling
- Negotiation
- Crisis Management
- Flexibility & Adaptability

WORK EXPERIENCE

Marketing Manager & Branch Operations

Proplus Logic Pvt. Ltd.

Apr. 2023 – Jan. 2025

Oxford, UK

- Develop and implement the overall marketing strategy for the organization.
- Conduct market research and analyze consumer behaviour to ensure marketing efforts are effective.
- Manage and lead a team of marketing professionals to achieve marketing goals.
- Collaborate with other departments to ensure consistent brand messaging across all channels.
- Develop and manage marketing budgets.
- Monitor and report on the effectiveness of marketing campaigns.
- Stay up-to-date with industry trends and adjust marketing strategies accordingly.
- Build and maintain relationships with key stakeholders, including customers, media outlets, and industry influencers.

Marketing Manager & Branch Operations

Think and Learn Pvt. Ltd. Byju's

Mar. 2021– Dec. 2022

Coimbatore, India

- Develop and implement branch operations strategies to ensure efficient and effective operations
- Monitor and analyze branch performance metrics to identify areas of improvement
- Manage branch staff, including recruitment, training, and performance management
- Oversee branch operations, including customer service, sales, and financial transactions
- Ensure compliance with all applicable laws, regulations, and policies
- Develop and maintain relationships with customers and other stakeholders
- Identify and implement process improvements to increase efficiency and reduce costs
- Develop and implement branch marketing strategies to increase customer base
- Develop and manage branch budget and ensure cost-effectiveness
- Monitor and analyze customer feedback to identify areas of improvement
- Develop and implement customer service initiatives to improve customer satisfaction

Marketing Manager*Anantha Natural Pvt. Ltd. Bio Basics***Oct. 2021– Mar. 2021***Coimbatore, India*

- Development of marketing plan for the brand.
- Social media management, developing and overseeing content for Facebook, YouTube, LinkedIn, Twitter, blog and other relevant online channels.
- Management of marketing campaigns (print, direct mail, customer communications) to deliver positive ROI.
- Brief and oversee stakeholders on marketing materials production (PR, Media, Advertising)
- Support and attend various industry events and conferences.
- Support sales team with development of marketing material.
- Monitor market trends, research consumer markets and competitor's activities to identify opportunities and key issues.
- Reporting on marketing campaigns, performance, suggesting adjustments to improve profitability.
- Perform analysis of hiring needs and provide employee hiring forecast
- Design, plan and execute selection processes (conduct interviews and screening calls, administer psychological tests etc.)
- Manage and improve lead generation campaigns, measuring results.
- Overall responsibility for brand management and corporate identity.

Regional Marketing Manager*Muthoot Finance Ltd.***Oct. 2019– Oct. 2021***Coimbatore, India*

- Maintain and provide strength to company's brand position in the assigned regional marketing area.
- Evaluate the success of marketing initiatives and create reports on their ROI.
- Head development and execution process of ethnic and other main focused marketing plans to reach vital customer segments.
- Implement strategies to integrate into local regional marketing plans.
- Research and analyze regional market trends and competition, and define targeted campaign direction and focus.
- Negotiate and liaise with marketing agencies.
- Develop a sustainable talent acquisition and hiring plans and strategies
- Design, plan and execute employer branding activities
- Encourage employees to be brand ambassadors
- Use sourcing methods for hard-to-fill roles
- Attend career and college fairs, and similar events
- Determine HR and recruiting KPIs

Assistant Manager (Sales & Marketing)*OYO Rooms***May 2019– Sept. 2019***Bangalore, India*

- Managed Organizational sales by developing a business plan that covered sales, revenue and expense control.
- Understood clients' requirements and tailor-pitched the product portfolio accordingly.
- Built and sustained travel agent base for distribution expansion in the assigned region.
- Developed the sales team through motivation, counseling and by educating them about the products.
- Suggested and inculcated loyalty/incentive programs and marketing activities in the region in order to ensure revenue growth.
- Performed periodic market research for finding different avenues for demand, collecting competitors' data and effectively mining the data for generating prospects.
- Maintained and reviewed monthly Sales Tracker of accounts and targets.
- Shared regular feedback on market conditions, competition, pricing and other factors influencing on-ground sales.

Relationship Manager (Sales & Marketing)*Viaan Industries Ltd.***June 2019 – May 2019***Bangalore, India*

- Achieved the objectives through effective planning, setting up sales goals, analyzing data on past performance and projecting future performance.
- Developed strategies and managed marketing campaign across print, broadcast and online platform to ensure that the products and services met customers' expectations, and to build the credibility of brands.

- Analyzed the success of marketing campaign and created reports.
- Directed the hiring, training and performance evaluation of sales and marketing staff and oversaw their daily activities.

Marketing Team Lead

Harvey CleanPro Industries

Nov 2017 – Nov 2018

Bangalore, India

- Formulated Brand strategy, including the setting up of style guides, brand guidelines, brand vision and value proposition for short as well as long term.
- Established marketing goals on past performance and market forecasts.
- Researched and analyzed market trends, demographic, pricing schedules, competitor, competitor products, and other relevant information to form marketing strategies.
- Planned and executed all communications and make actions on all channels, including online and social media.

Marketing Executive

KayJay Sharp Trendys & Sharp Electrodes Pvt. Ltd.

July 2016 – Oct. 2017

Coimbatore, India

- Created marketing plan, budget and strategies with the guidance of senior manager.
- Assisted with product development, pricing and new product launches as well as development new business opportunities.
- Took overall responsibility for brand management and company identity.
- Generated new leads through online media and maintained and updated customer database.
- Created and managed the budged for advertising and promotional items.

COMPUTER / TECHNICAL SKILLS

- Advanced Knowledge of SPSS Software and Lead Square.
- Proficient in MS Office,
- Completed a certified course on MS Server, Linux and Database Management System.
- Attended 3 days' workshop and hands on experience on Artificial Intelligence and analytical Software's

EDUCATIONAL QUALIFICATION

- **Master of Business Administration (Marketing & HR)**

Anna University,

2014-2016

Coimbatore, India

- **Bachelor of Science (Information Technology)**

Bharathiar University,

2011-2014

Coimbatore, India

