

VASANTHAN K M

Sales and Marketing Manager

PERSONAL DETAILS

Phone Number

6374468477

Address

Coimbatore, India

Email ID

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SKILLS

- | | |
|--|--------|
| • Interpersonal Skills | Expert |
| • Teamwork | Expert |
| • Communication | Expert |
| • Brand Management (positioning, reputation) | Expert |
| • Digital Marketing (SEO, SEM, social media) | Expert |
| • Project Management (planning, execution) | Expert |
| • CRM Software (Salesforce, HubSpot) | Expert |
| • Team Leadership (mentoring, motivation) | Expert |
| • Data Analytics (Google Analytics, Excel) | Expert |

LANGUAGES

- | | |
|-----------|-------------------|
| • English | Highly Proficient |
| • Tamil | Highly Proficient |

PROFESSIONAL SUMMARY

Dynamic and results-driven Sales & Marketing Manager with hands-on experience in the automotive sector. Proven ability to identify market trends, drive customer engagement, and exceed sales targets through innovative strategies and strong relationship management. Adept at leading cross-functional teams, negotiating high-value deals, and leveraging data for actionable insights. Seeking to contribute to a forward-thinking organization that values creativity, growth, and performance.

WORK EXPERIENCE

Sales and marketing manager

June 2023 - May 2025

Aravind Honda, Sathyamangalam, Tamil Nadu

- * Achieved 120% of monthly sales targets for two consecutive quarters.
- * Collaborated with senior management to implement territory-specific strategies, increasing customer retention by 15%.
- * Conducted in-depth market research to identify growth opportunities and competitor trends.
- * Delivered product presentations and demonstrations to prospective clients, enhancing customer acquisition.
- * Trained 20 junior sales representatives, improving team performance and morale.
- * Organized promotional events and roadshows, resulting in a 20% boost in brand visibility.

EDUCATION

Bachelor of Computer Applications (BCA) CGPA: 7.2

June 2021 - June 2024

CMS college of Science and Commerce, Coimbatore, Tamil Nadu

PROJECTS

Ride Smart Honda Fest

January 2025 - March 2025

Led a local customer engagement campaign called "Ride Smart Honda Fest" aimed at increasing footfall and monthly bike sales by leveraging festival season promotions. The project included planning a 3-month marketing strategy, collaborating with finance partners for zero-down payment schemes, and organizing weekend test ride events.

Key Responsibilities:

- * Developed and distributed promotional materials (banners, social media posts, WhatsApp flyers).
- * Handled end-to-end event management for test ride weekends with an average of 100+ attendees per event.
- * Coordinated with sales staff to follow up with leads generated during the campaign.
- * Managed local influencer collaborations to promote Honda bike models like Hornet 2.0 and Shine 125.
- * Achieved a 28% increase in monthly bookings compared to the previous quarter.

Tools Used: Canva, WhatsApp Business, MS Excel, Google Sheets

