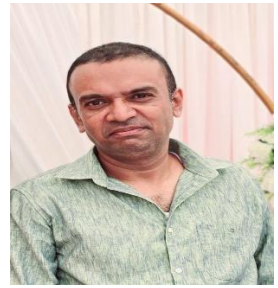


# RANJITH KUMAR J A

## **Marketing Manager**

14/70, Ragavendra Avenue, Balaji Garden Extention , SM Palayam, GN Mills, Coimbatore – 641029



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## Profile Summary

Results-driven marketing leader born to build strategic, successful campaigns to drive profits, increase market share. Focused performance-minded manager with proven skills in project management, team building, stakeholder relations and campaign optimization. Ready to offer several years to new role dedicated to achieving exceptional results on tight timetables.

## Education

- Bachelor of Computer Science, BARATHIYAR UNIVERSITY (2002 - 2005).
- Master of International Business, BARATHIYAR UNIVERSITY (2005 - 2007).

## Skills

- Social Media Marketing
- Customer Relationship Management (CRM)
- Sales Enablement
- Marketing Analytics
- Leadership
- Team Management
- Negotiation

## Experience

Karuna Traders FEB 3,2025 – Till date

Sales Manager – Orion masala

**Mohan Associates** MARCH 5, 2024 – JAN 30, 2025

Marketing and Sales Manager

- Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
- Lead, mentor, and manage a high-performing marketing team, fostering a collaborative and results-driven work environment.
- Create and manage the marketing budget, ensuring efficient allocation of resources and optimizing ROI.
- Oversee market research to identify emerging trends, customer needs, and competitor strategies.
- Develop and maintain strong relationships with partners, agencies, and vendors to support marketing initiatives.
- Monitor and maintain brand consistency across all marketing channels and materials. Developed and implemented marketing strategies resulting in a 30% increase in lead generation and a 20% increase in conversion rates.
- Managed social media accounts and campaigns.
- Maintained relationships with key customers through regular communication.
- Team handling.
- Prepared monthly sales reports to document sales volumes, and areas of proposed client based expansion.

## **Ganesh Agencies APR 2014 - FEB 2024**

### **Marketing and Sales Manager**

- **Develop and Execute targeted promotional campaigns** for FMCG (Fast-Moving Consumer Goods) products like **Yardley London**, it's essential to consider the local market trends, customer preferences, and product characteristics. Yardley London, known for its long-established reputation in premium personal care and fragrances, offers an opportunity to cater to a diverse range of consumers.
- Use data insights to improve distribution channels and track stock levels, ensuring that FMCG products are always available in retail stores and other selling points, maximizing sales and product reach.
- Conduct market research to uncover new trends, understand customer needs, and keep track of competitors' strategies to stay ahead in the market.
- Build and nurture relationships with key partners, agencies, and suppliers to support ongoing marketing efforts and business growth.
- Ensure brand consistency across all marketing materials and channels, keeping the messaging aligned with the company's vision and values.
- Led the creation of successful marketing campaigns, resulting in a 25% increase in customer engagement and a 15% boost in sales conversions.
- Supervised social media activity, ensuring regular content updates and interactions to maintain brand presence and customer loyalty.

## **Bojan Capital JUNE 2007 - MARCH 2014**

### **Business Development Executive**

- Cultivated long-term relationships with key stakeholders within the industry.
- Identified opportunities for cross-selling additional services such as insurance or investment products.

- Created reports detailing the status of all current loans under management.
- Provided guidance to customers regarding the terms of loan contracts.
- Explained loan products to customers in order to help them make informed decisions.
- Reviewed loan applications and credit histories to assess factors and determine eligibility for loan approval.
- Processed payments received from borrowers according to established guidelines and timelines.

## Languages

- English (Fluent)
- Tamil (Fluent)
- Kannada (Basics)

## Declaration

I hereby declare that the information shared above is true to the best of my knowledge.