



ABHIL S RAJ

Operations & Marketing

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Irinhgole P.O, Perumbavoor



SUMMARY

Experienced Operations and Marketing officer with over 3 years of expertise in streamlining business operations and executing impactful marketing strategies. Skilled in leading cross-functional teams, optimizing workflows, and enhancing process efficiency. Proven track record of improving operational performance and driving growth through strategic planning and data-driven decision-making. Implemented process improvements that enhanced operational workflows, resulting in smoother project execution and customer satisfaction.

EDUCATION

MBA in Marketing & Operations

Rajagiri college of Social Science
(2020-2022)

B.Tech in Electrical and Electronics Engineering

SCMS School of Engineering & Technology
(2014-2018)

SKILLS

- MS Office
- Digital Marketing
- Strong organizational and time-management skills
- Exceptional communication and interpersonal skills
- Ability to work independently and as part of a team
- Detail-oriented and able to handle multiple tasks simultaneously
- Experience in managing budgets and handling financial documents

CERTIFICATION

- PG Diploma in Industrial Automation.
- Digital Marketing
- Data Analytics

Project

Merriboy| 05/2022-07/2022

- Effectiveness of Marketing Strategies

Internship

Outlook Magazine| 04/2021-06/2021

- Sales and Marketing.
- Achieving sales target through tele calling.

PROFESSIONAL EXPERIENCE

Programme Support Executive

Kerala Knowledge Economy Mission | 11/2023 - Present

- Worked in Government diversity inclusion projects like Unnathi, Samagra, Pride etc.
- Coordinate and schedule meetings and conferences with internal and external stakeholders
- Prepare and distribute meeting agendas, minutes, and other relevant materials
- Handle confidential information and documents with discretion and maintain their proper organization.
- Budgeting and Cost management.
- Resource allocation.

Sales Officer

Philips | 07/2022 - 10/2023

- Leading the sales of Philips in Malappuram.
- Lead generation through email social media and cold calling.
- Growing sales in underperforming territory.
- Build a new channel for distribution.
- Developed and implemented strategies for revenue growth. Building relationship with clients.
- Managed a team of three employees across multiple locations.
- Analyzing the sales data, generating reports and strategy building

Business development officer

Perfect Power Solutions | 01/2019 - 03/2020

- Client Relationship Management
- Analyzing the sales data, generating reports and strategy building
- Led the development of proposals, tenders, and presentations for prospective clients, ensuring alignment with organizational goals and client expectations.
- Initiated E-mail campaign.
- Conducted events for Brand Awareness.