



## **PROFESSIONAL & ACADEMIC RESUME**

**DINESH. V.C**

Palakkad, Kerala, India.

Telephone : Mobile / Whatsapp : 0091-9495888838

**Qualification** : **MBA (Master of Business Administration)**  
**P.G. Diploma in Marketing Management**  
**MLM (Master of Labour Management)**

Contact by E-Mail : [dineshvc1@gmail.com](mailto:dineshvc1@gmail.com)

**Professional with over 25 years rich experience in Sales / Marketing** in Consumer & Industrial products, Market Communications, Business Development , Sales Promotions, Brand Management and Personnel Management, Public Relations, Team Management. Extensive background in complex and challenging environments with proven ability to represent the company with Customers and directors.

### **Core Competencies:-**

- Sales & Marketing – Experience in both Industrial and building materials
- Establish business development goals and developing business plans
- Advertising and Sales Promotion Strategies
- To strategize and implement the Business Development Plan in line with the
- Organizational Strategy
- Developing Sales/Marketing plan
- Purchase of raw materials.
- Conducting competitor analysis
- Good drafting Skills.
- Leading & controlling of marketing staff.
- Evaluation based on performance

### **Summary of Skills & Previous Experience:-**

Currently working as **Senior Manager - Business Development**) in **One of the leading TMT steel Manufacturing companies in south India since 2008**

Worked as **Administrator / Client Service (Projects)** with **M/s Drake & Scull International** – a multinational organization **Dubai, UAE : 2006-2008**

Worked as **Manager – Marketing** with **MANGALY GROUP OF COMPANIES**, Kerala, The company is engaged in the manufacture of PET performs/PET bottles & having prestigious clientele all over South India. Additional Charge of Kerala & Tamilnadu) Operation of **PEZMAN PET - K ( A Joint Venture of Mangaly Group & PEZ – A Holland Based group** engaged in multi projects including polymer business. **Period : August 1997 to October-2006 - 9 years**

**Achievements:-**

1. Placed at No.1 position in the launching of a combination Anti TB product in Kerala & Tamil Nadu region. Received special appreciation from DGM/RSM.
2. Recorded 300% sales growth in Coimbatore HQ within One year. Above both achievements was from M/s.Concept Pharmaceutical Ltd
3. Received appreciation many times from Managing Director of Mangaly Group for adding high potential customers. Introduced a new concept of packing liquor in light weight bottles to enable the companies to cut down the packing cost.
4. Received appreciation from the Project Manager for the implementation of new system of practice in Drake & Scull International.

**PERSONAL DETAILS**

Name	:	<b>DINESH V.C</b>
Father's Name	:	Narayanan Kutty Nair. K
Date of Birth	:	03.05.1973
Residence	:	No. 2, "Thanal" Sivanandhapuram Colony, Ambikapuram Post, Palakkad – 678011, Kerala, India
Marital Status	:	Married
Languages known	:	English, Hindi, Malayalam, Tamil & Kannada.

**Academic Qualifications:-**

1. Passed S S L C from Board of Secondary Education – First Class
2. Passed Pre-Degree (Commerce) from Calicut University – First Class
3. Graduate in Commerce from Calicut University, Kerala. –Year 1994
4. Master of Labour Management from Madurai Kamaraj University, Madurai, Tamil Nadu –UGC Recognized Government University - Year 2001
5. Post Graduate Diploma in Marketing Management from Madurai Kamaraj University, Tamilnadu – UGC Recognized Government University - Year 2002
6. MBA (Marketing) from IASE Deemed University, Sardar shahr, Rajasthan - UGC Recognized – 1<sup>st</sup> Class – Year 2004

## Area of Research

I would like to pursue research in Management stream. In Management particularly in Marketing specialization. Area of Interest Integrated Marketing Communication

A Separate Research proposal is attached – PPT & Word file

DINESH V.C