

SANOJ K CHAKKUNNY

SALES & MARKETING | ADMINISTRATION | OPERATIONS

Nationality & Religion : Indian, Christian
Date of Birth : 12 May 1984
Joining Status : Available to Join Immediately
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CAREER SUMMARY – OBJECTIVE

A highly personable, competent, and team spirited professional with over 10 years plus of experience in Brand Management, Marketing, Communications, Administration, Operations, Coordination, Sales and business development. Have sound experience in exploring and managing channels in order to derive the required market share, revenue and profit of the organization. Developing and implementing marketing strategies to meet business growth and profit objectives. Other areas of expertise are administration and sales operation.

Objective is to work in an exciting and professional environment of the organization with personal development and growth possibilities and to achieve company's goal through professional ethics, sincere commitment and hard work.

CORE COMPETENCIES

Brand Management	Strategic Business Planning
Public Relationship Management	Planning, Forecasting & Budgeting
Market research & Business Analysis	Customer Services and Service feedback
Business Development & Sales Operations	CSR policies & Implementation
Corporate Communication & Administration	Operations and Management

PROFESSIONAL EXPERIENCE

Corporate Sales Executive

(May' 18 – Aug' 20)

Occupational Health International, Dubai, United Arab Emirates

Job Profile:

- ☞ Managing meetings with corporate clients for Occupational Health services.
- ☞ Handling business by identifying and selling prospects; maintaining relationships with clients.
- ☞ Identifying business opportunities by identifying prospects and evaluating their position in the industry; researching and analyzing sales options.
- ☞ Closing deals and preparing service agreement as per agreed terms and conditions.
- ☞ Coordinating and assisting all internal departments for smooth daily operations.
- ☞ Maintaining quality service by establishing and enforcing organization standards.
- ☞ Working on company branding strategies with the marketing department
- ☞ Working with media outlets to publish timely company information, such as press releases, brochures, and other materials.
- ☞ Devising a proactive corporate communications plan to mitigate adverse media coverage on the healthcare industry.

Asst. Manager- Sales and Marketing *(Reported to Chairman)*

(Aug' 16 – Mar' 18)

Executive – Sales and Marketing *(Reported to CEO)*

(Aug' 11 – July 16)

CEDARS - Jebel Ali International Hospital, Dubai, United Arab Emirates

Job Profile:

- ☞ Maintaining and developing relationships with new and existing customers in person and via other communication sources.
- ☞ Responsible for creating marketing plans, developing marketing strategies, competitor scrutiny, pricing strategies, and sales forecasting.
- ☞ Handling complaints and coordinating with appropriate department for fast resolution.
- ☞ Establishing new corporate tie ups and renewing all existing corporate tie-ups. Negotiating the terms of agreements and closing deals accordingly.
- ☞ Taking care of business leads and preparing marketing strategies for the team to convert leads into opportunities.
- ☞ Updating internal and external events on social media and website. Handling advertises activities of services on newspapers, magazines, FM radios and local media networks.
- ☞ Assisting the company in developing, managing and altering social responsibility policies.
- ☞ Using internal communication to reinforce the company's social responsibility policies.
- ☞ Reaching out to the public via PR and marketing to deliver the message of the company's commitment to social responsibility.
- ☞ Working on company branding strategies with the marketing department
- ☞ Preparing yearly budget for Marketing, Communications and CSR activities.
- ☞ Conducting research and preparing reports such as KPI, market analysis, data analysis

Asst. Administrator cum Marketing In-Charge *(Reported to HR & Medical Manager)*

(Feb' 11 – Jul' 11)

RAK Ceramics - RAK Medical Centre, Ras Al Khaimah, United Arab Emirates

Job Profile:

- ☞ In charge for HR & Administrative works of the medical centre
- ☞ Arranged medical campaigns and free medical check-ups at different companies and accommodations
- ☞ Assisted Medical Manager in all his functions as well as daily routine of the centre
- ☞ Reported to HOD of Accounts for all receivables and payables
- ☞ Supervised Reception, Insurance and Accounts Departments
- ☞ Invited proposals from different insurance companies and TPAs for empanelment
- ☞ Prepared reminders on payments to insurance companies and other group companies of RAK Ceramics
- ☞ Verified daily cash collections of the centre
- ☞ Assisted to resubmit rejected claims with necessary documents

Clinic Administrator *(Reported to Operations Manager)*

(Mar' 09 – Feb' 11)

Aster Healthcare, Abu Dhabi, United Arab Emirates

Job Profile:

- ☞ Assisted day to day functions of Operations Manager
- ☞ Supervised Front Office and Insurance depts. Prepared quotations & purchase requested materials.
- ☞ In charge for all marketing activities of the centre like Flyers, Radio ads, magazines etc
- ☞ Performed all types of document controlling and releasing.
- ☞ In charge of preparing employee documents for renewal.
- ☞ Responsible to make daily income report – monthly report and insurance claims report
- ☞ Prepared income statement, cash flow, and expense reports for the management

HR Assistant (*Reported to HR Manager*)
EDEX Solutions, Bangalore, India

(Apr' 08 – Feb' 09)

Job Profile:

- ☞ Prepared source documentation needed for new hires, or effective changes in pay and benefits
- ☞ Administered and monitored new hire orientation programs
- ☞ Handled issues and inquires in unavailability of HR Manager
- ☞ Prepared recruitment lists and job postings
- ☞ Screened job applicants to obtain information such as education and work experience
- ☞ Scheduled appointments, arrange meetings and book venues for HR Manager and advisors
- ☞ Provided assistance in monitoring employee performance appraisal process
- ☞ Computed and recorded payroll data as scheduled
- ☞ Maintained payroll records in compliance with state and federal regulations

Executive Personal Assistant to Chairman (*Reported to Chairman*)
Kristal Group, Bangalore, India

(Jan' 08 – Mar' 08)

Job Profile:

- ☞ Served as the administrative and functional point person for the Chairman's corporate matters to ensure smooth functioning.
- ☞ Managed multiple projects as assigned by the Chairman related to diverse lines of business
- ☞ Coordinated operations of Chairman's office
- ☞ Coordinated calendar, travel, meeting, and scheduled arrangements for the Chairman.
- ☞ Worked closely with other team members to assure the Chairman's preparation for meetings, presentations or other engagements.
- ☞ Maintained personal and business files of Chairman.
- ☞ Handled financial and accounting matters for the Chairman with confidentiality.

EDUCATIONAL CREDENTIALS

Masters of Business Administration (MBA)
Majors: HR and Marketing
Bangalore University, Karnataka, India

Bachelors of Science (B.Sc.)
Majors: Computer Science
The University of Calicut, Kerala, India

TECHNOLOGY AND STRENGTHS

- ☞ Software: MS Office (Word, Access, Excel, PowerPoint), Photoshop, DATA Entry Software.
- ☞ Languages Known: English, Hindi & Malayalam (Mother Tongue)

ADDITIONAL SKILLS

- ☞ Efficient Team player & Team building skills
- ☞ Time Management
- ☞ Highly energetic and self-motivated resource
- ☞ Creative problem-solver and achiever with convincing skills.
- ☞ Excellent communication skills
- ☞ Apt command on MS office applications.