

# DEEPAK JOSEY

## Marketing Analyst

Date:

Greetings,

Here's what, specifically, I can deliver in this role. Delivering massive value to my clients has been the focus of my career for the past 13 years. In my role as Marketing Analyst for \_\_\_\_\_, I have unfailingly provided my clients with strategies, action plans, and the leadership necessary to enhance people, processes, and technologies. In addition, I have established a solid reputation for assessing challenges, creating solutions, and responding quickly to changing business requirements. This is the value I offer to \_\_\_\_\_.

I have a thorough understanding and intense exposure to compiling marketing information from various sources into a single clear conclusion, and have the ability to define and improve on sales processes that are fundamental to the success of your operations. I would also like to mention my track record of overcoming business challenges and creating sustainable value in all critical areas. I possess all of those skills that you are looking for in a candidate, in particular I must highlight my ability to professionally communicate business and financial information through summaries, reports, and presentations.

With my current employer I serve as a trusted advisor to senior managers, and have responsibility for carrying out a range of important and meaningful work that is instrumental to the company's profits.

Right now I am looking for a challenging and intellectually stimulating role with an ambitious company. To help you make a decision on my application I have attached my most recent CV with this letter.

If what you have read so far sounds of interest to you, then please do not hesitate to contact me to arrange an interview at your convenience.

Best

DEEPAK JOSEY

Mobile: +91 99412 66601

E-Mail: d@cvdesigner.in



# DEEPAK JOSEY

## Marketing Analyst

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### PROFILE:

Professional with a decades experience in the areas of strategic planning, market analysis, product positioning and market research. Passionate about providing high quality results, interpret customer and competitor data. My exposure spreads into Retail and Pharmaceuticals and FMCG. I have Strong Project / Promotion Management Knowledge base and acumen on Branding and Competitor analysis. I have added practices needed to leverage strategic growth for my employers clients and achieve excellence.

### CAREER TIMELINE

- Since October 2015  
**AL SEER TRADING AGENCIES**  
 Trade Marketing Analyst
- July 2011 to May 2015  
**RANBAXY GLOBAL CONSUMER HEALTHCARE**  
 Trade Marketing Executive
- June 2010-June 2011  
**TITAN INDUSTRIES (WATCHES DIVISION)**  
 Retail Senior Sales Officer
- June 2007- May 2010  
**MONGINIS FOODS PRIVATE LIMITED**  
 Area Franchisee Executive

### CAREER MILESTONES

#### RANBAXY:

- Rewarded for excellent participation in executing the Marathon event "Standard Chartered Marathon"
- Initiated BTL Activations during festivals, running cost effective movie programs for retailer's in Mumbai
- Certification of Excellence in performance for having reigned as the top performer in the region.
- Certified on Customer | Dealer Management
- Initiated BTL promotions to increase retail sales through contest and incentives.

#### TITAN:

- Played a key role in generating maximum walk-ins for World of Titan at R-City Mall during Dussehra Customer Retention program.
- Was sponsored for a training program on "Account Management"

#### MONGINIS:

- Certificate of Excellence and Team participation
- Represented the firm in the Customer / Franchisee Management program
- Was instrumental in opening 5 New stores
- Coordinated and Managed Dealer meets

### PERSONAL SKILLS:



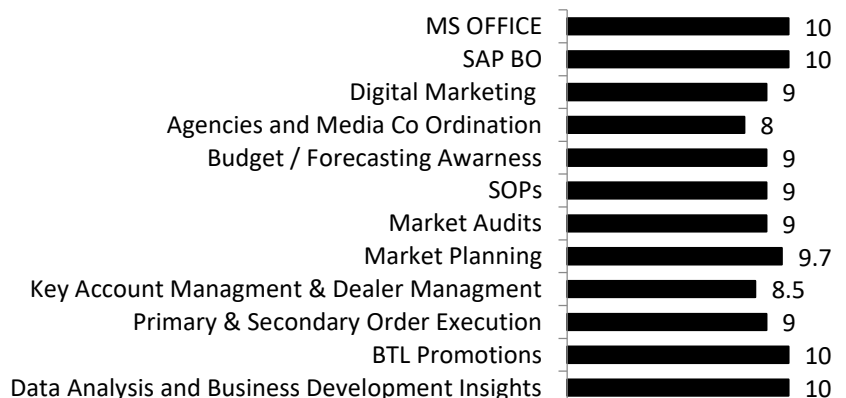
### SCHOLASTICS:

**2013** - Master's in Marketing Management from Chetana College of Management & Research, Mumbai University

**2008** - Post Graduate Diploma in Marketing from Welingkar School of Management & Research

**2007** - BA (Economics) from Ram Narain Ruia College, University Mumbai

### DOMAIN EXPERTISE:



## KEY AREAS OF OPERATIONS

### AL SEER TRADING AGENCIES DUBAI - TRADE MARKETING ANALYST

- Monthly Tracking Reports
- Sales Analysis
- Market Trend and Brand Performance
- Competitor and Market Research
- Run periodical Market and Brand audits and POP analysis
- Periodical evaluation on Promotional Activities and the effectiveness in the market.
- Create a Category Analysis ensuring all needed perspectives of a brands performance is recorded.
- Cross functional departmental coordination.
- Keen coordination with the Supply Chain and Retail Vendors.
- Strategic analysis on sell out data analysis for Carrefour, Lulu, and Spinneys.
- Reporting and Merchandising guidelines in the form of MSL and Planogram

### RANBAXY GLOBAL CONSUMER HEALTHCARE - TRADE MARKETING EXECUTIVE

- Identification and Activation of new distribution channels, Standalone Stores, Supermarkets, Hypermarkets, Health & Beauty stores outlets in assigned territories.
- Marketing & Promotional Activities, POS Activities, BTL
- Cross Department coordination
- Coordination with national and regional Retail Chains
- Handle distributor claims and payments
- Handling team of Merchandisers and Promoters
- Inventory Management
- Monitoring product performance
- Planning and execution of consumer plans.
- Planning strategic promotional activities.
- Progress review and suggested inputs to generate demands
- Periodical account reviews to the management teams
- Client, Channel Partners and Vendor relations

### TITAN INDUSTRIES LIMITED – WATCH DIVISION – RETAIL SENIOR SALES OFFICER

- Executing marketing activities and initiatives
- Dealer and Vendor Liaisons
- Inventory Management
- Handling two tier teams of supervisors and customer relationship officers
- Competitor Analysis and Price Analysis
- Customer involvement activities at stores

### MONGINIS FOODS PVT LTD – AREA FRANCHISE EXECUTIVE

- Identification and Activation of Channel Partners and Sub Vendors
- Competitor Analysis
- Adherence to FIFO
- Inventory Management
- Adherence to customer satisfaction and service levels across vendors
- Identification and Execution of Trade Events
- Maintaining a consistent growth in sales numbers
- Franchise and Vendor sales reports
- Implementing periodical sales targets
- Implementation of SOP
- Coordinate and arrange the needed licenses for new store opening