

Vinoj Perumal

✉ vinojperumal@gmail.com
📞 (+91)-70104 16783

PROFESSIONAL PROFILE

A smart working and self-motivated individual, looking out for opportunities in Marketing & Brand Management to help expand business and provide solutions through a creative yet pragmatic approach.

Management Trainee	Mahesh Value Products Pvt Ltd	May 2018- Present
--------------------	-------------------------------	-------------------

- Developed a new sports brand, Sixit and successfully launched cricket tennis ball, a versatile product to the business through an extensive consumer research and product test to gain high market share from the market leader.
- Designed a marketing mix for Sixit Cricket Tennis Ball in Sports Category.
- Developed go-to market strategies for these new launches by increasing the retail presence of overall Sixit brand from 14,000 outlets to 19,000 outlets.
- Initiated and managed online sales for the entire sports category in platforms like Amazon and Flipkart by increasing the brand visibility among consumers.
- Increased social media visibility of Stumper from 7 lakhs to 8.64 lakhs followers by conducting regular campaigns
- Initiated Sixit social media campaigns during IPL 2019 and increased the visibility from 0 to 2000 followers.
- Handled complete marketing budget for sports division in Mahesh Value Products Pvt Ltd in the FY 19-20.

CORE COMPETENCIES

- Market Research
- Consumer Research
- New Product Development
- Sales Promotion
- Brand Management
- Budgeting & Allocation
- E-Commerce Sales
- Social Media Management
- Product Launch
- Vendor Management
- Analytics

EXPERIENCE

Management Trainee	Mahesh Value Products Pvt Ltd	May 2018- Present
--------------------	-------------------------------	-------------------

Key Deliverables:

- **New Product Launch:** Successfully designed developed and added new products (Ball) to the business & re-launched tennis ball category. Developed go-to market strategies for these new launches
- **Designing Scheme Structures:** Detailing plans on select SKUs for increasing customer footing and retailer holding.
- **P&L responsibility:** For Sports category with an annual turnover of INR 56 Cr, driving revenue growth while maintaining desired margins.
- **Budgeting & Profitability:** Defining the yearly marketing spend plan.
- **Vendor Management:** Appointing /Managing new vendors for new products.

- **Agency Interaction & Creative:** Investigating business necessities for making briefs of product collaterals & product packaging artworks connecting with office accomplices/innovative accomplices.
- **Competition Mapping & Market Intelligence:** Tracking competitor activities & providing inputs to fine-tune and initiate sales strategies
- **Data Management:** Analysing the Internal Sales Information State wise, Town wise, Territory wise and Distributor wise and reporting the insights to top management.
- **Packaging:** By understanding consumer behaviour and perception, developed a unique packing material incorporating product key features.

CONSUMER RESEARCH

Key Deliverables:

- Determine marketing consumer research objectives, initiate research and integrate findings to product plans.
- Met consumers across different states to understand different brands of cricket playing public on new product development.
- Generating ideas on the basis of research and developed product and tested extensively with consumers and reporting to the top management in given timelines.
- On the basis of consumer insights modifying the product features and with different iterations and finally launching products that matches consumer needs.

Summer Intern	Mahesh Value Products Pvt Ltd	May 2017-July 2017
---------------	-------------------------------	--------------------

Key Deliverables:

- To understand the buying behaviour of informal cricket segment and met 400 teams at 6 key selling markets.
- Market Analysis made on Stumper Rubber Ball across pan India key states and helped in providing the management with desired insights for new product development.

QC Engineer	Sri Amma Industries	July 2014-Sept 2015
-------------	---------------------	---------------------

Key Deliverables:

- Worked at QC dept. and inspecting Valves a sub vendor for BHEL.
- Materials inspection-Weld Checking ASNT-NDT LEVEL-II

ACADEMIC DETAILS

- MBA in Marketing & Operations from Thiagarajar School of Management, Madurai, TN. 2018.
- B.E Mechanical, from Saranathan College of Engineering, Trichy, TN. 2014

PERSONALITY PROFILE

- A group pioneer, committed, result situated.
- Anxious to learn and ready to adhere to directions.
- Meticulous, self-propelled. Genuine and persevering – can manage work pressure.

PERSONAL DETAILS

Gender : Male

DOB: 14.02.1992

Address: No C1/501 5th Street Cauvery Nagar,Kattur Trichy, Tamil Nadu- 620019.