



Ajin Mathew

MARKETING PROFESSIONAL

Details

Qusais, Dubai
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DATE / PLACE OF BIRTH

24-05-1982
India

NATIONALITY

Indian

Skills

Decision Making

Microsoft Excel

Leadership

Ability to Multitask

Effective Time Management

Customer Service

Ability to Work Under Pressure

Ability to Work in a Team

Communication Skills

Microsoft Office

Marketing Strategy

Digital Marketing

Profile

Passionate and experienced Marketing Consultant with 17 years of experience providing strategic and practical advice to achieve the company's marketing efforts.

Employment History

Corporate Relationship Manager at Modern Exchange Co LLC, Muscat

JULY 2018 — APRIL 2023

- Conducts corporate presentations at public as well as private enterprises to provide awareness among the staff on forex rates and market hints.
- Being in charge of the HVC segment of the company, I played an integral role in adding not only new clients to the portfolio but also reactivating inactive clients by identifying their requirements and exceeding their expectations.
- Actively involved in soliciting online remittances from regular as well as new customers and mobile app registrations during the Covid pandemic, while following all the AML guidelines.
- Gather information related to the remittance habits of individual clients at the same company or even the same department.
- Timely intimation of forex rates and forecasts, thereby helping the client make the right decision at the right time.
- Marketing the company's products and services at various arenas like cultural events, budget presentations and annual get-togethers, which are sponsored by the company.
- Represent the company at various membership gatherings of different nations like Australian Business Group Oman (ABGO) and BBF (British Business Forum) and promote the services that we offer to the respective corridors.
- Responsible for the growth of business in the High-Value Remittance segment by visiting them personally and providing privilege cards and personalised services.
- Supports the branches to improve their High-Value remittances by telecalling, fixing appointments, and getting references from their high-value customers.
- Prepare monthly reports of high-value transactions by charting the number of transactions, revenue achieved and the percentage growth in number and revenue.
- Competitor analysis is done regularly and implement strategies to improve the customer base.
- Supports branches in doing transactions and handling cash in emergencies and also offering services to clients

Sales Executive at Awafi Mineral Water LLC, Al Fujayrah

OCTOBER 2017 — JUNE 2018

- In charge of the sales for Sharjah and Dubai region managing six salesmen in charge of the sales for their respective vehicles.
- Meet clients by taking appointments and also by cold visits and references.
- Analyse the market and implement strategies.
- Take orders from customers and allocate salesmen to the respective areas.
- Arrange meetings with salesmen and devise new plans to capture the market

Senior Officer-Business Development at Al Ansari Exchange, Abu Dhabi

DECEMBER 2010 — AUGUST 2017

- Promoted to Senior Officer-Business Development from Business Development Officer taking into consideration the KPIs.
- Actively managed a team of 3 Business Development Officers to source

WPS and corporate business for the company.

- Deliver quality services to esteemed clients for a range of services including WPS needs, corporate tie-ups for cash collection services, auxiliary services etc.
- In WPS (Wages Protection Systems), I cater to the needs of the customers ensuring reliable and timely distribution of the salaries of their employees.
- For corporate tie-ups, we identify prospective clients and prepare proposals based on their requirements for cash collection services for their various services through Al Ansari Exchange.
- Coordinate with the team and identify potential markets where it is possible to do marketing.
- Add more products and services to the sales portfolio with ideas generated from market research and customer feedback.
- Establish a good rapport with the customers by scheduling appointments with them and meeting them at their locations to ensure the quality of services and the goodwill of the company.
- Took part in campaigns and other marketing activities that catalyzed our business development efforts.
- Brainstorming ideas with the team which led to setting specific and time-bound goals.
- Observe and analyze the market and then innovate new ideas related to products or a potential branch location to the team 'fikriti' that manages, qualifies, and implements the ideas.
- Proud to be part of a team that takes initiative in various socially responsible activities like blood donation camps, iftar food distribution at camps etc.

Senior Executive (Finance, Audit & Taxes) at Sajan Associates, Kochi

SEPTEMBER 2008 — OCTOBER 2010

- Performed as Senior Executive on Finance, Audit and Taxes with prime accountability of delivering advice to clients on tax savings as well as investments.
- Carried out concurrent and internal audit of different concerns with special emphasis on efficiency aspects.
- Supported in the finalization of accounts, reconciliation of bank statements and generating MIS reports for Cash Flow, Ratio Analysis and other related financial tools.

Relationship Officer at FIRST GULF BANK-Wealth Management, Dubai

APRIL 2008 — AUGUST 2008

- In charge of portfolio management of clients and delivering financial services focused on wealth creation, investments, pension, and protection.
- Worked towards ensuring the financial stability of the client portfolio.
- Drove efforts towards increasing sales, referrals and cross-sales activities of banking products as well as safeguarding the wealth management segment from potential loss.
- Proactively identified opportunities to cross-sell ratios and recruit new business.

Financial Planning Officer at HDFC Standard Life, Kochi

SEPTEMBER 2006 — FEBRUARY 2008

- Mainly involved in gathering the client's financial information, analyzing it and designing a financial plan for the client. Accordingly, implement the planned financial strategies and monitor the client's financial decisions.
- Assisted the clients in making major financial decisions and helping them understand the consequences of their financial decisions.
- Guided clients with their financial goals such as children's future, retirement, wealth creation and protection.

Core Competencies

Marketing Management

- Drive business growth through aggressive business initiatives that result in increased revenue by marketing and promoting sales of products & services.
- Build awareness among high-net-worth individuals with special emphasis on their financial goals.
- Responsible for achieving sales targets in line with the revenue objective of the organization, perform market research, conduct sales promotions and managing events.
- Identify the needs of customers and assist them by providing financial solutions.
- Recognize customer's need to maximize their financial growth and security without compromising things.
- Maintain high-quality relationships with existing customers thereby enabling referrals from them.
- Attract and retain loyal clients by building a reputation of integrity.
- Develop and maintain a detailed database of customers to facilitate follow-ups.
- Maintain MIS reports and attend periodic reviews with the management.
- Enable fund-switching options for customers to provide a fair return on their investments.
- Plan and discuss new strategies with the line manager for market penetration and new customer acquisition thereby accelerating revenue growth and improving the market position of the company.
- Develop continuous client communication to ensure quality service in meeting their expectations.

Accounts & Finance

- Perform all daily routine accounting tasks using a computerized accounting system.
- Prepare, examine, analyze accounting records, financial statements, and other financial reports to assess accuracy. Manage accounts up to finalization.
- Handle books of accounts of the company and perform an initial review of all transactions.
- Reconcile bank accounts; carry out ratio analysis.

Education

Master of Business Administration (Marketing & Systems), Mar Athanasios College for Advanced Studies, Tiruvalla

APRIL 2004 — APRIL 2006

Bachelor of Science-Information Technology, SSM College of Engineering, Erode

APRIL 2000 — APRIL 2003

References

Will be available on request.