

Praveen P Kumar

Events and Marketing Manager

Contact

Karama, Dubai, U.A.E
+971 56 440 6655
praveenworld@live.com
linkedin.com/in/praveen-k89

Key Skills

Business Development
Marketing Management
Customer Relationship
Contract Negotiation
Leadership and Team
Building

Certificates

Customer Relationship
Management
HP Life

Fundamentals of digital
marketing
Google Digital Garage

Design Thinking –
Customer Experience
HP Life

Languages

English : Fluent
Hindi : Fluent
Malayalam : Fluent
Tamil : Intermediate

Profile

Experienced marketing and events management professional with expertise in business development, sales, and leading marketing activities, promotions, and marketing events. Skilled in collating and analyzing business requirements, developing solutions, and cross-selling opportunities. Proficient in managing digital marketing and marketing campaigns to ensure successful customer reach to the brand.

Experience

January 2021 - Present

Marketing Manager • Evas International • Dubai

- Developed and implemented marketing strategies that increased revenue by 20% within a year.
- Managed key accounts, retaining existing clients and increasing revenue and satisfaction levels.
- Facilitated the onboarding of new clients, ensuring smooth implementation and high satisfaction levels.
- Assisted in developing proposals and delivering presentations to clients, resulting in increased sales and new business opportunities.
- Successfully negotiated deals, handling objections and complaints to increase revenue and form successful partnerships.
- Managed multiple projects concurrently, delivering successful outcomes on time and within budget.
- Monitored digital marketing activity to increase brand visibility in the digital space and improve ROI.
- Attended marketing events, such as exhibitions and conferences, to increase brand awareness and presence in the market.

December 2017 - 2020

Assistant Manager – Client Relations and Events • US Creations Events LLC • Dubai

- Contributing to strategic planning for new events and services, capitalizing on market trends and collaborating with internal teams. Increased revenue and pipeline growth by actively seeking sales opportunities through networking and customer engagement.
- Successfully identified gaps in the market, cross-sold services, and created value propositions for increased revenue and customer satisfaction.
- Developed and maintained strong relationships with key customers, resulting in increased leverage for the company and cross-selling opportunities at events.
- Brainstorming and implementing event plans and concepts.
- Ensuring the smooth flow of the event, adhering to the planned schedule and managing any necessary adjustments.

Co-Curriculars

Customer Service and Sales Certificate

Dale Carnegie Training

Entrepreneurship Development Programme
Eksat

NCTB-2013 : A Competitive Edge for Organizations, March 2013

Tumkur university & East Point College of Engineering and Technology

Case Study Analysis Competition, October 2012

Nagarjuna College of Engineering and Technology

Sarvagna - Business Quiz - April 2012

Cambridge Institute of Technology

Personal Info

Nationality
Indian

Date of birth
9 January 1989

- Assist in organizing event logistics, including venue selection, room layout, and transportation.
- Coordinate with vendors and suppliers to ensure timely delivery of event-related services, equipment, and materials. Handling budgeting and invoicing. monitoring event budgets and expenditures, ensuring adherence to financial guidelines.

December 2015 to November 2017

Business Development Executive • HLB HAMT • Dubai

- Responded to customer inquiries promptly and communicate through various channels to show their satisfaction is a top priority.
- Addressed customer complaints actively by listening, showing empathy, and going beyond their expectations for resolution.
- Developed in-depth knowledge of products to provide accurate and relevant information to customers with questions.
- Managed key accounts by acting as a primary point of contact, organizing regular meetings, and resolving problems promptly.
- Proactively identified potential new customers to expand business opportunities and increase revenue.

June 2013 to July 2015

Sales Executive • Water Tec India Pvt Ltd • India

- Boosted revenue growth and enhance customer acquisition by generating leads, recognizing customer needs, and finalizing deals within a specific timeframe.
- Ensured the growth of sales in the designated territory and accomplish individual quota targets on time.
- Raised awareness and nurture connections with important consultants and leading architecture firms.
- Created leads using multiple techniques, such as cold-calling, networking, and referrals.
- Maintained precise and updated sales records and reports for accurate assessment.
- Worked closely with cross-functional teams to guarantee successful delivery of products and services.

December 2012 to March 2013

Social Media Marketing Internship • Unicom Learning • India

- Created social media strategies that align with business objectives and supported tactics to achieve those goals.
- Developed engaging and visually appealing social media content.
- Analyzed social media performance and used data to make informed decisions to improve campaigns.
- Managed online communities and engaged with followers, responded to comments, and managed customer feedback.
- Worked collaboratively with teams, including cross-functional groups such as design, copywriting, and analytics, to support successful social media campaigns.

Education

Executive Program in Strategic Digital Marketing & Analytics

• IIM Rohtak • India

Currently Pursuing

Masters in Business Administration - Marketing •

VTU University • India

2011-2013

Bachelors In Commerce - Computer Application • Kerala University • India

2007-2011