



NIYAS A

Nationality - Indian

MARKETING EXECUTIVE

SUMMARY

Talented **Marketing Executive** with 4 years of experience and a demonstrated track record of success in both traditional and online marketing. Proficient in planning, implementing, and overseeing campaigns for high-value clients. Excellent verbal and written communication skills with a forward-thinking and disciplined approach.

WORK EXPERIENCE



Marketing Executive

Diya Motors, Kollam, Kerala

2018 - 2022

Roles & Responsibilities;

- Conceive and develop efficient and intuitive marketing strategies
- Organize and oversee advertising/communication campaigns (social media, TV etc.), exhibitions and promotional events
- Conduct market research and analysis to evaluate trends, brand awareness and competition ventures
- Initiate and control surveys to assess customer requirements and dedication
- Write copy for diverse marketing distributions (brochures, press releases, website material etc.)
- Maintain relationships with media vendors and publishers to ensure collaboration in promotional activities
- Monitor progress of campaigns using various metrics and submit reports of performance
- Collaborate with managers in preparing budgets and monitoring expenses.

SOFTWARE PROFICIENCY

- **Ms Office**
Word | Excel | Powerpoint

CONTACT ME

+971-505625126

niyasmylakkad@gmail.com

Kollam, Kerala, India

KEY SKILLS

- Product lifecycle management
- E-mail and direct mail marketing campaigns
- Relationship building and retention
- Social Media Engagement
- Social Commerce
- Prospect Targeting
- Presentations
- Sales Strategies

PERSONAL INFO

Nationality : Indian
Gender : Male
Marital Status : Single
Date of Birth : 10/07/1994
Passport No : M7737134
Date of Expiry : 30/03/2025

AREAS OF INTEREST

- Marketing Executive

LANGUAGES KNOWN

English



Malayalam



Tamil



HOBBIES & INTEREST

- Reading
- Music
- Travel
- Sports

EDUCATIONAL QUALIFICATION

- **MBA in Marketing**
CIMAT, Coimbatore, Tamil Nadu
2018
- **BBA**
University Institute of Technology, Kollam
2015
- **Higher Secondary**
Board of Higher Secondary Education, Kerala, India
2012
- **Secondary**
Board of Public Examination, Kerala, India
2010

ACADEMIC PROJECT

MBA Project

- A study on customer satisfaction about passion pro with the reference of Diya Motors Kollam.

STRENGTHS & QUALITIES

- Awareness.
- Caring about other people.
- Collaborating and working well together with others.
- Comforting people when they need it.
- Conflict management and resolution skills.
- Encouraging and inspiring people to do their best.
- Flexibility in thinking and operating style.
- Humor and lightheartedness.
- Inspiring and motivating others to active greatness.
- Patience when dealing with others.

DECLARATION

I hereby declare that the above written particulars are true and correct to the best of my knowledge and belief.

NIYAS A