



BOBBY CHERIAN

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Job Objective

Seeking senior level Management position in an organization of repute where I can enhance Performance, Productivity and Profitability of the organization

Profile Summary

- Seasoned Marketing/Sales professional with an experience of over 27 years in:
 - **ATL – BTL – TTL Marketing/Advertising / Product Launch / POP-POS /Sales Promotions / Branding / Budgets & Expense Monitor /OOH Advertising / Press Releases/ Media Planning/ CRM/ MR / Digital Marketing**
- A versatile thinker with a proven track record in conceptualizing and developing effective Sales promotions to boost Sales Volume, enhancing brand recall and monitoring brand health
- Skilled in strategic communications management, blending creative intellect, insight & sharp planning skills to manage business operations and meet top-line and bottom-line objectives
- Distinction of reviewing and interpreting the competition after in-depth analysis of market information to fine-tune the marketing strategies and escalate business volumes
- An effective communicator with excellent relationship building & interpersonal skills; strong analytical, problem solving & organizational abilities with a flexible & detail oriented attitude
- SMM - Enhance Brand Recall on Social Media platforms like Facebook, Twitter, YouTube, LinkedIn

Core Competencies

- Identifying and developing new streams for revenue growth and maintaining relationships with customers to achieve repeat/ referral business.
- Conceptualising bold growth initiatives, creating innovative product concepts and pioneering entry
- Collating all the information on product performance, market presence and brand position via competition in liaison with market research & consulting agencies
- Coordinating with Advertising Agencies, Print, OOH & Electronic Media for brand development
- Evaluating new communication media from time to time and effectively adopting the same
- Developing communication plans based on specific objectives and analysing enquiries generated post advertising as per media plans

Select Accomplishments

- GMC & Suzuki – Entire model line-up Value Based Pricing Development to tackle completion head on.
- Created launch strategy for Grand Launch of KIA Quoris in Nigeria in a glittering ceremony that witnessed the largest crowd at launch of any car model in country with hall filled to capacity. (Event acknowledged by KMC at Global Marketing Conference, Singapore under 'MENA region Launch – Best Practice' title)
- Brought KIA to No 2 position selling Auto Brand in Nigeria from its earlier No 3 position
- Created Journalist Test Drive Meet strategy to launch KIA UB Rio (Biggest volume seller) in Nigeria
- Awarded 'Most Improved Auto Brand of the year 2012' – Auto Wheels Magazine, Nigeria
- Assembled performing and executing Marketing team to strengthen BTL activities & gather competitor info
- Established Digital marketing (Facebook & Twitter SMM/YouTube/Google – SEO) enhancing top brand recall
- Strengthened KIA's brand position to be one of the most sought after brands (within top 6) in Bahrain, No 1 selling Korean brand in 2008 - 2011 from No 2 position.
- Created launch strategy for Launch of KIA Cadenza in Bahrain in a glittering ceremony at City Center Mall
- Created launch strategy for KIA Picanto, KIA Cerato, KIA Sportage journalists meet
- Launched Ford Explorer – a fun filled evening event that witnessed record footfall

Organizational Experience

Since Oct '19 –Present with Sardar Group, Erbil Iraq as Marketing Manager (Toyota)

- Coordinate with Sales, Service & Parts division heads to identify marketing needs and coordinating with Ad agency's creative team/suppliers/printers to develop Digital Posts on FB/IN/Website, Product / Tactical Advertisements, Product A4 Flyers, Product E-Brochures, Posters, Other POS/POP materials etc. for Toyota
- Planning, implementation of Tactical Sales Promotions to increase enquiries and drive team to record enquiries, follow up and close Sales targets. Provide post campaign reports to Management.
- Drafting & Proof reading of all Press Releases (English Copy) & developing Specifications/Body Copy for all POS materials – Product A4 Flyers, E-Brochures & Website
- Marketing Calendar / Business Plan /Media Planning / Website / Conferences/ PR Kits & Gift packs
- Plan, monitor marketing budget & recording the expense sheet of all brands
- Head CI Program – Main Signage, Interior Wall Brandings, Posters, Door brandings, Cabin signs, Reception Back wall / Cost Estimate / Implementation in consultation with Cladding companies as per CI
- Websites & CRM Planning/Implementation
- Spearheaded new showroom Branding in Dohuk / Sulaimaniya (Kurdistan), Baghdad, Basra
- Monitoring of competitor activities, Price comparison, Info capture, SWOT Analysis

Since Nov '18 – Sep '19 with Moosa Abdul Rahman Hassan, Muscat Oman (GMC) Since Jun'14 – Oct '18 with Western Auto, KSA as Marketing Manager (Ashok Leyland, CMC, JMC, Foton)

- Communicating with each brand's GM to identify marketing needs and coordinating with Ad agency's creative team/suppliers/printers to develop Product / Tactical Advertisements, Product A4 Flyers, Product E-Brochures, Posters, Other POS/POP materials etc.
- Supervise CRM on daily capture of Digital enquires to generate Sales Funnel; Coordination with Sales Managers at Muscat and all Branches to qualify Suspect/Prospect - Hot/Warm/Cold prospects & run weekly PDCA analysis.
- Planning, implementation of Sales Promotions to increase enquiries and drive team to record enquiries, follow up and close Sales targets. Provide post campaign reports to Management.
- Drafting & Proof reading of all Press Releases (English Copy) & developing Specifications/Body Copy for all POS materials – Product A4 Flyers, E-Brochures & Website
- Value Based Pricing of GMC, Suzuki entire model line-up – Also Ashok Leyland & CMC
- Media Planning / Digital Marketing - FB, IN Organic & Boost Paid / Media booking / Website / Conferences/ PR Kits & Gift packs; Setting up marketing budget & recording the expense sheet of all brands
- Handling the CI Program – Main Signage, Interior Wall Brandings, Posters, Door brandings, Reception Back Walls, Exterior Design / Cost Estimate / Implementation in consultation with Cladding companies as per CI
- Coordinate with divisional GMs for building Websites, Marketing Promotions & CRM Planning/Implementation
- Business Plan, Spearheaded expansion - Opening of new Service Center & Showrooms PAN KSA
- Monitoring of competitor activities, Price comparison, Info capture, SWOT Analysis

Since Jan'12 – Jan' 14 with Dana Group, Nigeria as Sr. Marketing Manager (KIA)

- Communicating with Group's MD, CCO & COO to identify marketing needs and coordinating with Ad agency's creative team/ auto finance institutions and banks/ suppliers to develop product/ tactical advertisements, etc.
- Headed KIA team with Dynamic Sales Promotions; Utilized Predatory Marketing & Aggressive PR strategy in driving Sales team to record enquiries, follow up and meet Sales targets. Post campaign PDCA analysis
- Developing MIS (Internal & Principal oriented) and coordinating with KIA principals, Developing Business Plan
- Market Share Reports / SWOT Analysis
- Collating Competitor Specs & Prices, Prepare KIA Value Based Pricing for entire line up; Pricing & Positioning
- Drafted Press Releases for all New & existing product line up/Story write ups/ Press Conference Kits/ Press Releases for CCO/COO and KIA Principals addressing local journalists during press meets
- Setting up marketing budget & monitor expense sheet; Media Planning / Media booking /OOH Advertising
- Handling the KIA SI (Space Identity) Program – Showroom Interior, Exterior, Pylon & Signage Concept / Design / Cost Estimate / Implementation in consultation with Cladding companies as per KIA's new SI program
- Involved in new product soft or heavy launch/ events/Vehicle Road-show displays/ Test Drive Road Shows
- Spearheaded Digital Marketing - Websites, Face book/Twitter/YouTube SMM, PPC & Google (SEO)

Feb'07- Oct'11 with Bin Hindi Group, Bahrain as Marketing Manager (KIA)

- Headed KIA team in effective Planning & Implementation of KIA Sales Promotions / Achieve assigned targets
- Coordinate internally with GM (Sales) / GM (Service) & external Agency to develop Product/Tactical ADS
- Responsible for drafting English Press Releases for KIA vehicle range/ English Corporate press releases & Body Copy of Advertisements/Flyers/websites. Initiated SMM – Facebook & Twitter, Websites, LinkedIn & YouTube
- Handled the budget plan and expense sheet monitoring / Brand & product positioning strategies, SWOT Analysis
- Interacted with Print/Radio/TV/Outdoor Digital LED Screens/Cinema houses for Media Space Booking, Media planning, Buying and Release. Monitored response in terms of enquiries captured (Telephonic/Walk-in) & Sales
- Oversaw the KIA SI (Space Identity) Program – Showroom Interior, Exterior, Pylon & Signage Concept / Design / Cost Estimate / Implementation in consultation with Cladding companies as per KIA's new SI program
- Plan & Execute Product launch (soft & heavy)/Journalist Meets/Test Drive Road-shows
- Developed MIS (Internal & Principal oriented) and coordinating with KIA principals, Developing Business Plan
- Managed Mystery Shopping to build Market Intelligence, Competitor Pricing & Market Share Reports
- Planned & Executed the KIA vehicle displays at several Malls, Exhibitions, College annual days

Sep'04- Jan'07 with Y.K. Almoayyed & Sons Group (Almoayyed Motors), Bahrain as Marketing Executive (Ford Division)

- Assessed and planned Vehicle Sales/ Parts and Service Marketing Campaigns in consultation with agencies like Team Y&R (Young & Rubicam), FP7 (Fortune Promoseven); Post campaign PDCA analysis
- Editorial write ups, photo shoots for PR, Conducted press conferences & external & internal email/SMS blasts
- Initiated Content Based website for Ford Bahrain
- Involved in long-term marketing plans, Product Ordering, brand positioning & awareness
- Guided the advertising agency to develop tactical/ display ad layouts, POP layouts, showroom branding and outdoor advertising creative
- Communicated with media houses to carry out advertising campaigns in leading newspapers/ magazines/ radio/ SMS/ E-Mail broadcasts
- Developed MIS Reports (Competitor activity/ Prices/ SWOT analysis), Product Market Share- Make/Model wise

Apr'95- Jan'04 with Saud Bahwan Group, Arabian Car Marketing Co. LLC, Muscat, Oman as Sales Executive (Ford Division)

- Headed the Sales Operations in Sur (Sharqiah) Branch to achieve record Sales targets for 4 consecutive years and bagged 'Best Performer of the Year Award' thrice
- Conducted sales reviews & MTD, YTD and YOY growth analysis.
- Responsible for Evaluation/Trade-in & Trade out of Used Cars
- Involved in generating daily / weekly / monthly MIR reports
- Organized the new vehicle launch, Test Drives, Displays, Referral & Fleet Meets, periodic tactical campaigns.
- Made the stock statement / competitor information and maintained the 'Customer Care' file as per FMC guidelines along with generating referrals.

Oct'92- Apr'95 with Shriram Pistons & Rings Ltd., New Delhi, India as Sales Officer

- DNM/Sales of USHA auto parts – Kolbenschmidt Pistons, Riken Ring Sets, Fugi Oozx Cylinders PAN Gujarat

Education

- MBA (Marketing) from American Liberty University, (London Business College, Woolwich, London, UK) in 2005
- Mechanical Engineering, from M. S. University of Baroda, India in 1992

Trainings and Workshops

KIA Africa Product Meeting – Seychelles

KIA UB Rio TTMT (Train the Master Trainer) Workshop – Frankfurt, Germany

KIA SI (Space Identity) Workshop, Jakarta, Indonesia

KDEP (KIA Dealer Excellence Program) Program; KIA Cadenza Test Drive & Launch, Dubai, UAE

Effective E-Marketing Workshop / APTECH Photoshop, Aptech Computer Education, Bahrain

Attended Ford Middle East Advertising – MEFDAF Meet/Media Training workshop, Dubai, UAE

Attended AS-400 / ERP / DST programmes – Saud Bahwan Group, Muscat, Oman
Role-play training (Six way walk around car presentation – Saud Bahwan Group), Muscat, Oman
Service Training Program, Saud Bahwan Group, Muscat, Oman
DNM – Dealer Network Management – USHA Shriram, New Delhi, India

Personal Details

Date of Birth:	September 1972
Nationality:	Indian
Languages Known:	English, Hindi, Arabic, Malayalam, Gujarati
Valid Driving License:	Bahrain, Oman, India all valid
Passport Status:	Indian National
Marital Status:	Married, 2 dependents (Wife & Son 11 Yrs)
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