






**PARAMAN C**  
**MARKETING HEAD**

 [Paraman1984@gmail.com](mailto:Paraman1984@gmail.com)  
 7907940081  
 Thrissur, kerala-680003

**SKILLS**

Marketing strategy development  
Budget management  
Market analysis  
Team Management  
Campaign management  
Brand promotions  
Schemes & Pricing

**EDUCATION**

**IIM-Trichy (Pursuing)**  
Post Graduation in Senior  
management 2024 - 2025  
**Madurai Kamaraj University**  
M.com 2007 - 2009  
**Calicut University**  
B.com 2001 - 2004

**RESUME OBJECTIVE**

To secure a challenging position in a reputable organization to expand my learnings, knowledge, and skills. Innovative professional skilled in creating and implementing marketing strategies, executing budgeting plans and utilizing market research to identify customer needs. Demonstrated ability in increasing brand visibility and market share. Possesses excellent communication and customer service skills.

**WORK EXPERIENCE**

**HYKON INDIA LTD – Marketing head**

*October 2022 – Present*

- ❖ Marketing Campaigns – Planning, Creation, Brainstorming & executing the campaigns
- ❖ Manage Marketing budget – Achieving marketing objectives with designated budget
- ❖ Team leadership – Timely interaction, reviews & group discussions help to motivate the team to achieve our desired goal
- ❖ Market research & Analysis – Regular market visits are helped us to gather in-depth knowledge of customer nature, dealers' behaviour's, competitors' activities etc
- ❖ Organizing events - dealers/distributors meets, product launches etc

**FEIN Power Tools India Pvt Ltd – Manager Sales & Marketing**

*June 2010 – October 2022*

- ❖ Business development - Develop and maintain dealers & customer network in India
- ❖ Developed a strong company culture focused on employee engagement, collaboration, and continuous learning opportunities.
- ❖ Facilitated successful cross-functional collaborations for the completion of key projects, fostering strong working relationships among team members.
- ❖ Developed and implemented business strategies to achieve business goals and stay competitive.

**MRF Ltd - Executive**

*April 2007 – June 2010*

- ❖ Preparation of MIS Reports, BRS, Sales forecast etc.
- ❖ Warehouse management & Taxation

**Leela Scottish lace Pvt ltd – Assistant**

*November 2004 – April 2007*

- ❖ Petty cash handling, BRS, Stock audit, Preparation of Daily weekly monthly reports & Maintaining asset register