

Dr.S. Ramesh, M.B.A, M.Phil., Ph.D.

T-10, First Milk Booth,

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Experience Summary:

- Having 10 years of experience in Marketing and a year as an Assistant Professor.
- Assistant Professor with experience of successfully contributing to BBA curriculum development and delivery. Driven to contribute to program outcomes by facilitating engagement and supporting learning objectives.
- Enthusiastic professional with background in academic advisement.
- Innovative Assistant Professor bringing proven success in implementing technology-based curriculum delivery and assessment tools.
- Passionate about fostering academic development and success for every student.
- Inspiring Professor brings advanced teaching skills and department leadership experience.

Corporate Experience

- Experience in training brokers & their staff in commercial products also maintaining prolonged good relationship with them.
- Superior Communication and presentation skills.
- Accomplished, Professional with proven success in Marketing to achieve the organizational mission.
- Team-oriented, self-motivated professional, planner and strategist.
- Easily interacts with executives, customers & builds strong public relations. Have experienced in developing and directing individual as well as associate staffs.
- Have adequate knowledge regarding the relation with retail sales and service operations with the essence of marketing and sales support.

Organizational Experience:

Assistant Professor – BBA (SF):- Nadar Mahajana Sangam S. Vellaichamy Nadar College

- Scheduled lectures to first, second, and third-year BBA Students.
- Evaluated the students individually to identify an area of difficulties.
- Prepared and delivered lectures on Organisational Behaviour, Individual development, Retail management, Business communication and mentor for third year students to complete their final project.

INDUSTRIAL EXPERIENCE

Madurai Tours – A unit of SSRT cabs

SSRT cabs is a family owned business maintained by the family members and SSRT cabs is acclaimed as a trusted travel agent in Madurai.

Job profile - Worked as Manager

- Plan tour itineraries, applying knowledge of travel routes and destination sites.
- Resolve any problems with itineraries, service, or accommodations.
- Sell travel packages
- Arrange for tour or expedition details such as accommodations, transportation, equipment, and the availability of medical personnel.
- Evaluate services received on the tour, and report findings to tour organizers.
- Lead individuals or groups to tour site locations and describe points of interest.
- Verify amounts and quality of equipment prior to expeditions or tours.
- Pay bills and record checks issued.
- Attend to special needs of tour participants.

PANCARD CLUBS LIMITED -Panoramic Groups of Hotels

Panoramic Group of Companies is a diversified multinational conglomerate engaged in the businesses of hospitality, travel & tourism and information technology. The Group has extensive geographical presence, with footprints across India and other countries .The hospitality, travel & tourism, and information technology businesses of the Group are handled by Panoramic Universal Ltd.

Honesty, Hard Work & Intelligence are the core values of the Group based on which its businesses are managed professionally.

Job title: - Executive hotel Sales (South)

- Developing a good rapport with travel agents, corporate and channelizing business to our resorts.
- Keep records of room availability and guests' accounts, manually or using computers.
- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.
- Identify, develop, evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and mark-up factors.
- Sourcing new clients who might benefit from company services and maximizing customer potential in designated regions
- Traveling to visit potential and all B2B clients.
- Developing and growing long-term relationships with customers
- Supporting marketing activities by attending trade shows, conferences and other marketing events

“KADAMBAVANAM – Cultural Centre and Resort”

Conceived and conceptualized by the husband & wife team of Mr.Ganapathy and Chitra.KADAMBAVANAM is their Dream Project envisioned to protect and promote the cause of Tamil heritage and culture. The Kadambavanam Ethnic Resort provides an authentic cultural experience through a comprehensively structured daily program of activities.

Job title: - Marketing Manager

- Sourcing new clients who might benefit from company services and maximizing customer potential in designated regions
- Traveling to visit potential and all B2B clients.
- Developing and growing long-term relationships with customers
- Managing and interpreting customer requirements - speaking with clients to understand, anticipate and meet their needs;
- Persuading clients that our service best satisfies their needs in terms of quality, price and safety;
- Calculating client quotations;
- Negotiating and closing sales by agreeing terms and conditions
- Keeping best terms with the customers
- Analyzing new markets
- Coordinating Marketing team to achieve organization Goal
- Supporting marketing activities by attending trade shows, conferences and other marketing events.

Birla Sun life Insurance -

Job title: - Assistant agency manager

- Interview prospective clients to obtain data about their financial resources and needs, the physical condition of the person or property to be insured, and to discuss any existing coverage.
- Seek out new clients and develop clientele by networking to find new customers and generate lists of prospective clients.
- Calculate premiums and establish payment method.
- Recruiting agents making them to pass IRDAI exam and help them to sell policy
- Coordinating the recruit team member and get business from them.
- Getting business from agents
- Managing and interpreting customer requirements - speaking with clients to understand, anticipate and meet their needs
- Sourcing new clients who might benefit from company services and maximizing customer potential in designated regions
- Daily conducting review meeting and boost the team to achieve the targets

Educational Qualification:**Research Degree:**

Degrees	Title	Year of award	University
Ph. D in Management (Full Time)	Impact of Emotional intelligence on academic performance - A study among university students in Tamil Nadu	2021	Gandhigram Rural Institute
M. Phil., in Management (Full Time)	A Synopsis of the dissertation on Marketing strategy in Tourism industry – A case study of TTDC	May 2014	Madurai Kamaraj University

Degree	Name of the Board / University	Year of Passing	Percentage of marks obtained	Division / Class / Grade
M. B. A	The American College	May 2010	68.80	First
B. Com	The American College	April 2007	48.00	Second
HSC	Tamil Nadu State Board	March 2002	78.00	First

Teaching Experience:

Designation and Institution	Period
Assistant Professor, Department of Business Administration (SF), N.M.S.S. Vellaichamy Nadar College, Madurai – 625 019	<i>December 2021 – December 2022</i>

Industrial Experience:

Designation and Institution	Period
Birla Sun life No 2/3, 2nd Floor, GV Towers, Melakkal Rd, near Passport Office, Madurai, Tamil Nadu 625016	June 2010- March 2011
Marketing Manager Kadambavanam Cultural Centre and Resort Madurai	April 2011 – Feb 2012
PANCARD CLUBS LIMITED -Panoramic Groups of Hotels - Pune Head office, Work Location – Madurai and down south.	June 2014 - May 2016
Marketing Manager SSRT Cabs Madurai	Currently working

Subjects Handled:

• Business Communication	• Services Marketing
• Marketing Management	

Areas of Interest : Marketing and HR Techniques
Computer Proficiency : Microsoft Office

Publications:

S. No	Title of the Publication	Journal	Year	Volume, Issue & Page No	Citation
1	Effect of Emotional Intelligence Competencies on Academic Performance amid College Students: A Strategic Approach	EPRA International Journal of Economics, Business and Management Studies	2021	8 (2), 1-4	-
2	Impact of Emotional Intelligence on Academic Achievements of College Students—A Review	International Journal of Business Management & Research	2016	6 (2), 25-30	18

Personal Details

Date of Birth : 21st August 1983
 Languages Known : Malayalam, Tamil, English and Hindi
 Marital Status : Married
 Father's Name : Mr. Sethu Madhavan
 Father's Occupation : Retd. Loco Pilot

Declaration

I hereby declare that all the above furnished information's are true to the best of my knowledge and belief.

(RAMESH.S)