

# VINIT KRISHNAN

## BUSINESS DEVELOPMENT AND OPERATIONS MANAGER



### CONTACT DETAILS

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### PASSPORT INFO

- Passport No : Z3892603
- Date of issue : 20/10/2016
- Date of Expiry : 19/10/2026
- Visa Status : APRIL

### PERSONAL DETAILS

- Nationality : Indian
- Gender : Male
- Marital Status : Single

### LANGUAGES

- English
- Hindi
- Malayalam
- Marathi

### TECH SKILLS

- MS Excel
- MS Word
- MS PowerPoint
- Tally 9
- Enjay CRM
- Cloud CRM
- CREW Management CRM
- Nvidia

### ABOUT ME

Results-driven Sales and Marketing Professional with over 8+ years of experience in consistently surpassing sales targets, fostering organizational growth, and enhancing profitability. Proven track record in elevating teams' performance and contributing to overall business success. Seeking opportunities as a Marketing Manager, Operations Manager, or Crew Manager with a distinguished organization. Adaptable and results-driven leader with a commitment to excellence.

### PROFESSIONAL EXPERIENCE

#### PRUDENCE MARINE SERVICES PVT LTD

##### BUSINESS DEVELOPMENT & OPERATIONS MANAGER

Jan'2022 - PRESENT

- Managed ATL and BTL promotional activities, fostering strong B2B relationships.
- Maximized sales opportunities, achieved targets, and developed relationships with industry partners for business growth.
- Ran sales operations, driving growth initiatives to achieve business goals.
- Discovered potential clients, cultivated business relationships with current clients, and achieved established objectives.
- Conducted competitor analysis and competency mapping to stay abreast of market trends and optimize market share.
- Performed monthly sales forecasting and competitive analysis for accurate performance evaluation and growth strategies.
- Explored potential business avenues, overseeing marketing and sales operations to achieve targets and initiate market development for increased business growth

##### OPERATIONS MARKETING MANAGER

Dec' 2020 - Nov' 2018

- Collaborated cross-functionally with product and marketing teams to craft tailored marketing and promotions, driving revenue in product categories.
- Conducted comprehensive research, analyzing current and projected market size, trends, and key players.
- Boosted organizational profitability through strategic and tactical management decisions, driving new business development in upcountry markets.
- Formulated a partnership strategy for key markets, outlining partner types, agreement structures, and required programs for success.
- Participated in a Shipping Conference to expand business and conducted targeted client meetings for effective marketing.

##### SR. OPERATIONS EXECUTIVE

Oct '2018 - Oct 20'17

- Led overall operations, ensuring timely target achievement within set parameters, and implementing effective techniques.
- Designed and implemented systems, processes, and procedures for smooth and efficient operations.
- Defined service standards and guidelines, elevating service revenue generation.
- Streamlined systems, enhancing operational effectiveness and meeting goals within cost, time, and quality parameters.

## CREATIVE SKILLS

- Sales & Marketing
- Business Development
- B2C Sales
- Training Cold Calling
- Team Management
- Customer Relationship
- Lead Generation
- P&L Management
- Market Research
- Sales Forecasting
- Channel Management
- Revenue Generation
- Liaison & Coordination
- Promotional Activities
- Territory Growth Management
- Strategic Planning
- Stakeholder Management
- Budgetary & Cost Control
- Key Account Management
- Product Promotion & Launch
- Market Research & Analysis
- Online Social Networking
- Digital promotion and marketing
- Customer Relationship Management
- Creative Strategy planning
- Team Building
- Keen on research.
- Team leadership
- New Business Ideas
- Market Studies
- Excellent organizational skills.

## TRAININGS

- Marketed Safebridge Training
- Emaritime Training
- CRM Studies
- Various Flag SEA system software studies
- Marketed Mintra ECDIS software for the Company.

## INTERESTS

- Active participation in conferences for professional development
- Strategic focus on business growth initiatives
- Proficient in online research methodologies
- Expertise in editing for quality content
- Engaged in attending conferences for continuous learning
- Adept at online social networking for professional networking

## OPERATIONS EXECUTIVE

Sep' 2017 - Oct' 2016

- Operations Executive with a focus on top-line and bottom-line performance, shaping company mission through policies and objectives.
- Expert in developing systems to enhance operational effectiveness within cost, time, and quality parameters.
- Generated business growth through strategic sales solutions, analytics, and channel partner alliances.
- Proven experience in selling high-value products with a rapid pipeline creation after onboarding.
- Led high-value sales, addressing details, and identifying improvements in customer services.

## ARINA OFFSHORE MARINE SERVICES PVT LTD

### OPERATIONS EXECUTIVE

Aug' 2016 - Marc' 2016

- Reviewed processes, identified improvement areas, and implemented measures for maximum customer satisfaction.
- Managed overall process functioning, ensuring measures for enhanced customer satisfaction.
- Led and monitored transactions, ensuring adherence to regulatory restrictions and prudential norms.
- Monitored processes, identified improvement areas, and implemented measures for optimal customer satisfaction.

## PRUDENTIAL SHIPPING LLC

### BUSINESS EXECUTIVE (FREELANCE ASSIGNMENT)

Nov' 2022- Oct' 2023

- Conducted monthly sales forecasting and competitive analysis for accurate performance assessment and growth strategies.
- Participated in a business development-focused Shipping Conference and conducted client meetings for marketing purposes in the UAE.
- Explored and managed marketing and sales operations, initiating market development efforts for increased business growth.
- Collaborated with product and marketing teams to create customized marketing and promotions, driving revenue in product categories.
- Devised and implemented a Go-to-Market Strategy for new markets, focusing on feasibility studies, product launches, profitability, and team development.
- Assessed markets for potential partners, defined market entry strategies, and prepared sales forecasts on a regular basis.

## EDUCATION DETAILS

### Diploma In Shipping and Activities

Narottam Morarji institute of shipping

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HSC : Arts | Maharashtra State Board

### Modern English High School

SSC | Maharashtra State Board

## PROJECTS

### Amaze Maritime Pvt. Ltd – Vessel Inspection Organization

Scope: To inspect the ship building

### Port Rashid, UAE– Vessel Inspection Organization:

Scope: To inspect the ship building