



Vijaya Letchumi Ravichandran

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Damansara Perdana, 47820, Selangor, Malaysia

SUMMARY

Talented Advertising Account Manager capable of working with wide range of businesses to increase metrics and profits by developing and implementing targeted advertising. Practiced negotiator, decisive leader and strategic planner with adaptable approach.

SKILLS

- B2B Sales
- Lead Generation
- Key Account Generation
- Sales Pipeline Management
- Territory Management
- Sales Forecasting
- Strategies and Goals
- Employee Mentoring
- Using Systems (Microsoft Office, SQL mining, Google Business, IBM SAP, Salesforce, Data Studio, Google Analytics)

REFERENCES

Darryl Chin, Head of Trade Planning, Deployment and Operations, British American Tobacco Malaysia
Afeeze Arthur, Area Sales Manager, British American Tobacco Malaysia
Cindy Chin, Team Lead, foodpanda Malaysia @ Delivery Hero (M) Sdn Bhd

NOTICE PERIOD

Immediate

EXPERIENCE

04/2022 - 12/2023

Senior Account Manager

foodpanda Malaysia | Kuala Lumpur, Malaysia

Role and Responsibility

- Monitoring and managing performance of vendors and companies in P&L, Revenue, and EBIT
- Develop simplified and complete dashboard to be shared with Director of Commercial team and Operations in reducing the offline rate, combat inactive accounts and to upsell new trade programs to existing vendors and consumers
- Collaboration with inter department (Marketing, Operations and Legal) in meeting the compliance to provide trade programs, marketing platform and operational execution
- Understanding the competitor intel from commercial and operation team, CRM and collaboration with Market Research Company (IPSOS)
- Executing pilot test for new marketing spectrum (Centralized Kitchen) for vendors in Kuala Lumpur, Penang and Johor Bahru
- Coaching admins (Account Management Executives) on both operational, sales, data analysis and coming out with strategies
- Conversion of exclusivity (only using foodpanda platform) to increase market share of the company

Achievements

- Growth of gross food value of RM200k to RM1.2mil in 6 months (centralized Kitchen)
- Recovery of offline rate from 18% to 6.8% in the period of three months, and reduction to 4.2% in a year for Key Accounts and SME's vendors
- Conversion of exclusive vendors from 5% to 25% in the period of 2 months
- Overall KPI of 97% for the year of 2023 (Contribution of RM0.2 billion per annum)
- Winner of ASEAN for the top advertisement sprint ROI (March 2023 to April 2023)

01/2017 - 03/2022

State Sales Executive (Account Manager)

British American Tobacco | Kuala Lumpur, Malaysia

Role and Responsibility

- Managing salesmen & operation managers of Distributors, to work on morning briefing and debrief on weekly basis
- Monitoring on the in-and-out of fresh stocks & managing the reduction of market returns items through commercial strategy
- To monitor two main channels, retail and key accounts portfolio
- Providing direction to the salesman in achieving targets
- To perform audit in the market to meet quality standard market
- Focus on insights data (competitor intel, backwards counting, YoY and MoM comparison) in coming out with strategy to win target for Key Account and retail segmentation
- A product of Global Academy Program for one year to monitor main Key Account (Project driver for MyNews, Family Mart and 7-Eleven)
- Involved in demarcation planning in order to collaborate with the route to market team in E-B2B
- Collaborate with Route to Market team in executing the new way of distribution
- Collaborated with the Marketing Operation team in developing the pilot test distribution for Selangor and Penang (Heating tobacco and vape)

Achievements

- 90% scoring for Market visit assigned by Marketing Director Erik Stoel and National Sales Manager, Jimmy Ding
- Hitting sales target of 105% for 4 years consistently with revenue of RM2.1 million per annum
- Won 1st price, National Level for best BATM sales, major in Premium segmentation (Dunhill) and Value for Money (Rothmans) segmentation in 2018
- Won visibility and contract for 3 years with 10 newly chained outlets with incremental ROI of RM720k in H12020 vs H12019 (FC Mini Market)
- Provide "Sell in & Sell out Program in Q2 2021" with success volume of 128% and outlet spread of 75%
- Successfully delivered 1.8 million sticks to Family Mart with outlet spread of 90% during closure of MCO 1.0
- 90% success rate for the first month for Selangor territory in terms of digital penetration
- 98% success rate for vape penetration in SMEs and targeted KAM

01/2015 - 12/2016

Account Manager

TNT Express Worldwide (M) Sdn Bhd | Selangor, Malaysia

Role and Responsibility

- Product of Management Trainee, attended rotational departments for a year, and graduated as an Account Manager
- Responsible to provide direction to my indoor sales executives to set quality appointment
- Responsible to find new sales (hunter) and to maintain good relationship with existing customers
- Visited 6 meetings a day; 2 existing customers and four new customers
- Perform 15 cold calling a day
- To run sales database, to find intel and opportunity in upselling products

Achievements

- Growth of 139% incremental revenue of RM1.2 million YTD 20 16 vs 20 15 YTD
- Won top 5 best Account Manager in 20 16 in leading insights and pipelines to indoor sales executive
- Won Special Services Challenge in 20 16; (in delivering major shipment for government market; Ministry of Tourism Malaysia)
- Won "TNT Europe Shipment Campaign" with revenue of RM10 5 for export document services

EDUCATION

20 14
Northern University of Malaysia | Kedah
Bachelor (First Class with Honors): Bachelor in Hospitality Management

LANGUAGES

