

# BHARATH JAYAKUMAR

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## OBJECTIVE

- To strive for Excellence in the given responsibility – with dedication, focus, proactive approach, positive attitude and passion.

## PROFESSIONAL EXPERIENCE

### ➤ **Kimera Wellness Spa Salon Nov'14 to Jan'20– *Cluster Head*:**

- Responsibilities- Sales, Marketing, Operations, Quality Audit, Brand Building, Business Development.
- Played a vital Role in developing the existing 2 stores and in opening 4 more stores.
- Responsible in making sure smooth flow of operations across all 6 stores daily.
- Made sure under my leadership we had a year on year increase in the yearly revenue.
- Empowering the Managers (Center Heads/Duty Managers & Asst. Duty Managers) to reach their Targets/Goals of their respective stores through daily connect program.
- Designed specific marketing promotions to increase sales/to create excitement across all stores, this included designing of collaterals, printing and complete execution.
- Held Trainings for Managers and technical staff on Guest Experience, Sales and Company Culture (Regular basis).
- Took care of customer complaints personally, made sure every customer was called back within 24 hours and a solution was given.
- Was a part of creating SOP for the organization along with the co-founders and brand mentor.

- Conducted monthly meetings at every store- agenda included previous month summary (what went right and areas where we could improve), Staff grievances, plan of action for the existing month, motivating every staff to reach their declared goals. This helped in being connected to the entire 70-member team.
  - Audit included Hygiene check, quality check, product usage, guest experience.
  - Organized Customer engagement programs which ensured customers are always connect to our brand.
  - Regularly researched on market trends in the spa salon industry, approached brands and launched them across all our outlets.
  - Worked closely with the Ad-agency to make sure our brand is represented in the right manner across all on-line mediums, had a fixed calendar speaking about the services on online mediums and to promote our services online.
- Tata consultancy Services (TCS) Bangalore– Campus placement: July'14- October'14:
- Data Analyst.
- Hanuman Motors ( Authorized Dealers for Tata Motors Consumer Vehicles)– **Interned:** December'13- Jan'14:
- Part of the sales team that Conducted Car Mela event.
- KIMERA Spa Salon: **Interned** May'12 - June'12:
- CRM (Customer Relationship Management) portfolio for a month, which was responsible in handling live customer feedback/queries with regard to any service/product.
  - Assisted in executing the client development plans from design to implementation.
- MANIPAL UNIVERSITY PRESS: **Part-time** March'13- August'13:
- Organizing book launch
  - Responsible for Sales and Marketing

## **HIGHLIGHT**

- My paper on “Online Shopping –An Emerging Trend in India “presented at Banaras Hindu University, Varanasi was selected for publishing in December 2012.
- Kimera Wellness Spa Salon – Saw year on year increase/growth in the yearly revenue from 2015 till present.

## **STRENGTH:**

- People Management – identifying the right person for job and delegating, empowering them to achieve their goals.
- Sales: Identifying the right clientele/target audience, ability to convince.
- Connect: Easily can connect to different people of various age groups.
- Target Driven
- Go Getter.

## **PROJECTS**

- Organized Intra Dept. Fest “Convergence 12” as an Event Lead, which was held at Dept. Of Commerce, Manipal University in September 2012.
- Organized National Level Management Fest “Conscendo 13” as an Event Lead, which was held at Dept. Of Commerce, Manipal University in February 2013.
- Organized a CSR activity at Dept. Of Commerce, Manipal University in October 2012.
- Was a part of the Organizing Committee for the International Symposium- “Financial Re-engineering” held at Manipal University in January 2013.

## **OTHER ACCOMPLISHMENTS**

- President of Dept. Of Commerce, Manipal University for the year 2013-14 (Elected)
- Vice- President of Dept. Of Commerce, Manipal University for the year 2012-13 (Elected)
- Secretary of Mahatma Gandhi Memorial College, Udupi for the Year 2009-10 (Selected)
- First place group dance in “Harmony-Inter school fest “held at Indian School Bahrain.

## **SEMINARS & TRAININGS ATTENDED**

- Attended a one-day training program by National Stock Exchange of India Limited on “Basics of Stock Markets” held at Manipal University on August 25<sup>th</sup>, 2011.
- Attended a seminar on “Accounting-An Aid for Superlative Business Development” at Manipal University by Dr. T. Mallikarjunappa, CA Shreedhar Kamath, CA Yadav Hemmady and CA Supriya Ballal respectively.
- Attended a seminar on “Entrepreneurship and Social Empowerment” by Vilas Nayak

## **ACADEMICS**

- Primary education Bahrain.
- 10<sup>th</sup> Std. Little Rock Indian School (CBSE), Brahmavar , KA-India 2009
- 12<sup>th</sup> Std. from Mahatma Gandhi Memorial College, KA-India 2010-11
- BBM (specialization in E-banking And Finance) in Dep. Of Commerce, Manipal University KA-India 2011-14, CGPA: 8

## **PERSONAL INFORMATION**

DOB: 6<sup>th</sup> June'93

Father's Name: Jayakumar Manipal

Languages Known: English, Hindi, Tulu and Kannada.

Computer Skills: MS-Word, MS-Excel, MS-Power Point and Adobe Photoshop.

Driving License : Bahrain and India