



COVER LETTER

Dear Sir/Madam,

With over two decades of multifaceted experience spanning Pre-Sales Consultancy, Managed Print Services, IT Operations, Project Management, Web Development, Facilities Management, and Vendor Management, coupled with an extensive track record in Digital Marketing and Social Media Platforms, I am excited to offer my expertise and leadership to your esteemed organization.

Throughout my career, I have consistently demonstrated my ability to drive operational excellence, optimize processes, and deliver exceptional results. My experience in pre-sales consultancy and project management has enabled me to successfully lead teams, develop comprehensive strategies, and foster client relationships, resulting in revenue growth and client satisfaction.

In the realm of IT operations and web development, I have spearheaded innovative projects, ensuring seamless technology integration and delivering user-friendly digital solutions. My skills in facilities management and vendor management have allowed me to streamline operations, reduce costs, and enhance the overall efficiency of organizations I have worked with.

My proficiency in digital marketing and social media platforms has been a key asset in my career, enabling me to stay ahead in the ever-evolving landscape of customer engagement. I have a proven track record of developing and executing successful digital marketing campaigns, enhancing brand visibility, and increasing customer engagement and conversion rates.

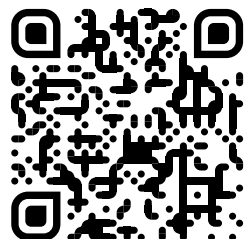
Enclosed, please find my resume, which provides more comprehensive details about my career achievements and skills. I am eager to discuss how my extensive experience aligns with your company's vision and how I can add value to your organization. Please feel free to contact me on phone or via email, to arrange a conversation at your convenience.

Thank you for considering my application. I look forward to the possibility of becoming a part of your team and contributing to your growth and prosperity.

Sincerely,

BINOY ANTO

01. 10. 2024



EXPERIENCE

CONSULTANT PRE-SALES @ **ALMOAYYED COMMERCIAL SERVICES, QATAR** AUG 2019 ~ PRESENT

- ✿ Collaborated closely with the Sales team to facilitate the development of Request for Proposals (RFPs), proposals, sales presentations, and product demonstrations
- ✿ Accompanied Sales Account Managers to client meetings as the Subject Matter Expert (SME) for both application and technical aspects of the product.
- ✿ Took a leadership role in presenting proposals to customers in partnership with Account Sales Managers.
- ✿ Actively engaged in the Sales Pipeline Tracking, Analysis, Proposal Preparation and Demonstration phases as an integral part of the standard sales cycle.
- ✿ Facilitated customer understanding of our product and application through presentations, demonstrations, and benchmarking, providing support throughout the sales process.
- ✿ Drove the process of requirement gathering, opportunity qualification, creation of compelling value propositions, coordination of pre-sales resources, and delivery of presentations at various organizational levels.
- ✿ Generated and maintained updated portfolios containing relevant business cases to support the Sales team's proposal efforts.
- ✿ Managed ISO 9001, 14001, and 45001 Quality Management Systems (QMS), collaborating cross-functionally with entities and process owners to ensure adherence to ISO Quality standards and the maintenance of required documentation.

CONSULTANT MANAGED PRINT SERVICES /DIGITAL MEDIA @

ALMOAYYED COMMERCIAL SERVICES, BAHRAIN

DEC 2016 ~ JUL 2019

- ✿ Conducted in-depth analysis of customer business needs and proposed technical solutions from within the MPS solutions portfolio, including comprehensive cost-benefit presentations.
- ✿ Spearheaded projects related to Managed Print Services, encompassing print auditing, data analysis, data presentation, project proposal development, and conducting Quarterly Business Reviews.
- ✿ Offered technical expertise and support for service and solution design, actively identifying and cultivating new technical and service sales opportunities among MPS customers.
- ✿ Initiated strategic plans to expand the sales pipeline and organized MPS seminars and workshops, curating relevant content for these events.
- ✿ Fostered and maintained technical relationships with hardware and software vendors as designated by management.
- ✿ Assumed responsibility for managing and facilitating demonstrations of technical solutions to customers, including Proof of Concept (POC) presentations.
- ✿ Provided timely feedback and reports to the management regarding the sales performance of the department and team members.
- ✿ Took a leading role in identifying and implementing changes to business processes aimed at ensuring service excellence.
- ✿ Assisted in the post-sales implementation of technical solutions and MPS services, actively participating in tender responses.
- ✿ Managed the social media accounts for the group on platforms such as LinkedIn, Facebook, and Instagram. Leveraged multiple visual media channels to promote the brand and enhance organizational value and image awareness. Created and published print and digital media advertisements, promotions, and devised new strategies to enhance brand visibility.

EDUCATION

PROFESSIONAL DIPLOMA IN NETWORK CENTERED COMPUTING

NIIT LTD THRISSUR & BANGALORE. 1999 - 2001

2 years Diploma in Software Engineering
VB 6.0, Foxpro, Windows, COM, Software Engineering
Computer Hardware, Networking Basics.

Grade:
DISTINCTION

BACHELOR OF COMMERCE [B.COM]

UNIVERSITY OF CALICUT, KERALA. 1996 - 1999

Specialized in Travel and Tourism as second subject.

Grade:
SECOND CLASS

PRE DEGREE

UNIVERSITY OF CALICUT, KERALA. 1994 - 1996

Science and Mathematics as primary subject.

Grade:
SECOND CLASS

SSLC

BOARD OF PUBLIC EXAMINATIONS, KERALA STATE. 1993-1994

Grade:
**LANGUAGE (75%), MATHS (82%),
SCIENCE (65%)**

PERSONAL

Name	Binoy Anto
Born	18th Mar 1979
Sex	Male
Marital Status	Married
Nationality	Indian
Languages	English, Hindi, Tamil & Malayalam
Phone	+974 5070 9400 [Qatar] , +91 9901 768 003 [India]
Email	binoyanto@gmail.com
Permanent Address	Binoy Anto , VII/73, Poovathukaran [H], Chengaloor P.O, 680 312, Thrissur Dt,Kerala, India
Passport No	U9488171
Validity	14 Feb. 2031
Social	https://linkedin.com/in/binoyanto

INTERESTS



Pure Technology Lover



Loves Cricket, Chess



Avid photography enthusiast



Likes travel and to explore places



Enjoys music