

Rajesh

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Address: #1/28, Belathur (Post &vill), Hosur Taluk, Krishnagiri District, Tamil Nadu.

Objective

To take a challenging role on business operations as Business Operations Executive and give an efficient and effective solution that will help the organization to achieve the best solution in business and ultimately increase its productivity in market.

Areas of Expertise:

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|-----------------------------|--------------------|-------------------|
| ✓ SEO | ✓ SAP (CERPS) | ✓ Lead Generation |
| ✓ Social Media Optimization | ✓ Market Research | ✓ CRM |
| ✓ Accounting | ✓ Problem Analysis | ✓ MIS Reports |

Professional Experience

Apr'2023

Sales Officer at HDFC Sales

- To monitor closely the HL data and cross sell insurance (HDFC Life and Non - Life), fixed deposits and other products as introduced by the company to home loan customers of HDFC Sales
- To source open market business nearby Hosur too and achieve the targets assigned
- To be completely aware of the products being offered by the company and understand competition offering and handle customer objections
- To ensure proper customer profiling on each call / customer visit, to identify and understand his/her needs and accordingly recommend investment and Insurance options
- Relationship building with the Home Loan Executives to which he is mapped and to ensure joint calls with the HLE to ensure maximum attachments of the files being disbursed
- To be in sync and work together with the partner representatives
- Understanding the joint ownership of the customer at the time of servicing etc.
- To ensure timely renewal of the business sourced

Oct'2021 - Dec'2022

Lead Generation Executive at First Principles

- Identifying prospective clients through data research and evaluation.
- Good Knowledge of Third-party tools like Data extraction Tools, competitor analysis tools, Excel, Keyword research tools and Email Marketing Tools.
- Extracting leads from websites and other various portals like LinkedIn etc.
- Good email writing skills for prospecting.
- Using Digital & Social Platforms to generate leads/opportunities
- Extracting email ids and phone numbers of potential Clients from different sources using email testers and verifiers.
- Web extraction of resources.
- Research and maintain lead generation database.

Dec'2019 - July'2021

Freelancer

- GSK pharmaceuticals (Monarch pharmaceuticals) - MIS Reports, Stock Management.
- Crescent Interiors - Lead generation, Digital Marketing.
- Diacure Diagnostics - Lead Generation (cost per lead) Basis.
- Exide Industries - Inside sales, cold calling, lead generation, CRM etc...
- Annadana soil and seed savers Network - Adobe InDesign (flyer designs), Social Media promotions, Excel Macros etc.

- Managing **Productivity, Lead Generation, Web Management** and keep tracking on every incoming leads from various lead sources.
 - Responsible for online Presence and Website Management.
 - Social Media Marketing: **Facebook, Twitter, LinkedIn, Google Plus, Pinterest, Instagram, Klout, Topsy, Blogger, Twitterfeed**, etc..
 - Coordinate web projects to graphic designers and copywriters.
 - Cold calling, Voice Process whenever needed for Followups.
 - Experience in making marketing reports on weekly/monthly basis for senior management to take appropriate business decisions. Possess a strong drive to continue learning and applying the latest market research techniques to enhance project outcomes and client satisfaction.
 - Web Page Optimization: Meta Tags, Content optimization, Code optimization, Alt Tag optimization, Title Tag optimization and Hyperlinked Tag optimization.
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Education

- B.E (ECE) Er. Perumal Manimekalai College of Engineering, Hosur. [Anna University] 2013 -71.6%
 - +2 (Intermediate) Vailankanni matriculation school, Hosur. [TN State Board] 2009- 80%
 - 10th STD Vivekanandha Matriculation School, Bagalur. [TN State Board] 2007- 82%
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Technical Skills

- **Office Tool:** Microsoft Word, Excel, PowerPoint, Publisher.
 - **Database/CRM:** Vtiger, OpenTabs.
 - **HTML, CSS, Wordpress, Data analysis.**
 - **Lead Generation** - LinkedIn sales Navigator, Wiza, Apollo.io.
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Personal Informaion

Date of Birth	:	21st March, 1992
Father's name	:	Mr. Aswathappa
Mother's name	:	Mrs. Gowramma
Language Known	:	English, Tamil, Kannada, Telugu (To Speak) English and Tamil (Read and Write)
Nationality	:	Indian

All the above information is correct to the best of my knowledge and belief.

Date: 10-11-2023

Place: Hosur