

ABOUT ME:

Tamil Enian. R

MBA - Marketing

Business Development – Sales, 6+ years Exp

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Coimbatore

Skills:

- **Digital Marketing**
- Leads Generation
- **Sales force (CRM)**
- Team Handling
- Field Marketing
- Cold Calling
- B2B & B2C
- **Cross & Up Skill**
- Vendor Negotiation

Professional Summary:

Results-oriented Sales & Marketing Professional successfully expanded company's market share through strategic sales initiatives and handled creative direction of many marketing campaigns and effective social media marketing.

Professional Experience:

BUSINESS_DEVELOPMENT_MANAGER (BDM)

The Academic City Education Services Private Ltd, (EIS)

2021 October – [Present](#)

Achievements / Tasks

- Able to increase **Company's revenue by 20–30%** each month
By engaging in various BTL and ATL activities to create leads and close sales
- Leading a group of 12 individuals
- Handling Both Tamilnadu and Karnataka
- Repairing the Parental Counseling and **Ability to convert into the sale**
- Scheduling regular Morning and EOD meetings, Using Sales force **CRM** to Transfer the leads to Councilors, and obtaining work from them.

SENIOR BUSINESS DEVELOPMENT ASSOCIATE (SBDA)

BYJUS - 2019 June – 2021 October

Achievements / Tasks

- Cross-Selling and up-selling from the existed customers to increase individual **revenue 50% more** to get incentive on every week basis.
- Managed the 8-person team, as a **Team Leader** and sending leads, pointing out mistakes made in the calls and pitches, to increasing productivity and Revenue
- Making **150–200 cold calls** each day or more to schedule appointments for the weekends

BUSINESS DEVELOPMENT EXECUTIVE (BDE)

AMERICAN EXPRESS - 2017 June – 2019 May

Achievements / Tasks

- **Field sales** in the Open Market
- **Without receiving any lead help** from the company, used referral and Cold calling to accomplished monthly goals successfully
- Planning in particular to sell plat charge cards to receive incentive on Daily basis.
- Cold calling and scheduling appointments to visit customer's Locations to close deals every day

EDUCATION:

- MBA (Marketing & Finance) in SKCET 2017 Graduated with 7.29 %.
- B.COM (Computer Application) in HICAS 2014 Graduated with 62 %.

Declaration

I hereby declare that all the information furnished above is true and genuine to the best of my knowledge.

Place:

Date:

(Tamil Enian.R)