

# KREENA ANBARASU

SENIOR BUSINESS DEVELOPMENT EXECUTIVE

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 Coimbatore, India 641006

## Experience - 4 Years

### **Linlax Infotech Private Limited - Senior Business Development Executive** **Coimbatore, India | Sep 2020 - July 2023**

- ♦ Trained interviewers in proper techniques to collect relevant and reliable data.
- ♦ Tracked communications strategies, advertising campaigns and marketing approaches to measure successes and failures.
- ♦ Identified potential markets and market segments with desired customers and gaps for optimum product demand.
- ♦ Collected and reported on customer demographics, preferences and buying habits to help marketing teams target strategies.
- ♦ Assisted teams with aligning marketing strategies and objectives based on data-driven insights.
- ♦ Kept marketing team informed of latest analytics and metrics through regular reporting.
- ♦ Improved advertising initiatives by executing social media and digital marketing campaigns.
- ♦ "Trained and developed new team members to improve product knowledge and selling abilities.
- ♦ Promoted positive culture of teamwork and inclusion, increasing employee morale.
- ♦ Engaged customers and trained sales associates using strong knowledge of products and promotions.
- ♦ Helped new telemarketers learn best practices, communication strategies, and performance standards.
- ♦ Resolved customer complaints by escalating calls to the proper department.

### **Linlax Infotech Private Limited - Business Development Executive - Coimbatore, India | Aug 2019 - Aug 2020**

- ♦ Contributed to team efforts by successfully accomplishing and exceeding daily sales goals.
- ♦ Made appointments with interested customers according to schedule availability.
- ♦ Responded to prospects' questions with persuasive communication skills and in-depth knowledge of available products and services.
- ♦ Dialed past and prospective client phone calls to update on the newest products and services, inquiring as to current and future needs and setting appointments to pursue opportunities.
- ♦ Used scripted sales strategies to converse with customers reached by manual dialing and automatic systems.

## Summary

Motivated Person possessing excellent leadership and planning abilities. Focused on delivering high-sales targets. Monitors, trains, and encourages employees to improve skills and meet demanding targets.

History of successfully developing and managing strong teams through proactive training and issue management

## Skills

- ♦ Reliable & Trustworthy
- ♦ Staff Training and Motivation
- ♦ Strategy Development
- ♦ Promotional Planning
- ♦ Sales Forecasting

## Academics

- ♦ BCA - 2016 to 2019  
Nirmala College for Women - Coimbatore
- ♦ 12th - 2015 to 2016  
The Suburban Higher Secondary School - Coimbatore
- ♦ 10th - 2013 to 2014  
Kumaraswamy Matriculation Higher Secondary School - Coimbatore