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| Objective | | | |
| To obtain a challenging position of business development specialist in a growth-oriented organization where my business development skills can be utilized. | | | |
| Education | | | |
| **Masters in Business Administration**  [DJ Academy for Managerial Excellence, Coimbatore] | May 2010 | | |
| Major: Marketing  Minor: Human Resource  Related Subjects: Personnel & Business Management, Business Ethics, Macro Economics, Statistics, Marketing and Sales. | | | |
| **Bachelor of Science, Hotel Management**  [VLB Janakiammal College of Arts and Science, Coimbatore] | May 2006 | | |
| Major: Hotel Management  Minor: Catering Services | | | |
| Skills, TRAININGS & ACHIEVEMENTS | | | |
| **Skills**  Good understanding of MS-Office Suite  High on Initiative & Energy, Team player, Go-getter  Exceptional communication skills including written and oral presentations.  Good negotiation skills and target driven    **Trainings** | |  |
| Diploma in Ms-Office from ICA (Indian Computer Academy), Coimbatore.  5 months Industrial Exposure at Hyatt Regency, Mumbai [10th May 2005 to 6th Oct 2005]  1 month Industrial Exposure in Food and Beverage department at Taj Coromandel, Chennai from 30th Nov 2004 to 3rd Jan 2005.  2 day’s workshop on Transactional Analyst Training, conducted by ITAA (International Transactional Analysis Association) from 14th Sept to 15th Sept 2009. | | | |
| **Achievements** |  | | |
| First prize in "Knock the Door"(Direct Selling), a Marketing Game Competition during the inter-collegiate management meet held on 10th Feb 2010 at VLB Janakiammal College of Arts and Science, Coimbatore.  Won second prize in the event "Vipanan"- a Marketing Game Competition, in "Gestion-09" (an Inter-Collegiate Management Meet), organized by KCT Business School, Coimbatore on 7th Oct 2009.  Participated in "Adzap", a Marketing Game Competition at SRM University, Chennai.  Participated in Inter-Collegiate Paper Presentation contest held at Guruvayurappan Institute of Management, Coimbatore on 18th Sept 2009. | | | |
| Experience | | | |

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| **Business Development Executive**  **IonIdea Interactive, Bangalore** | **[Nov 2012] – Till date** |

* Business Development
* Market Research, contact building and database building for Domestic market.
* Generating leads through cold calling and social networking.
* Responsible for developing, assessing and prospecting new & existing client business to meet sales and profit objectives.
* Responsible for meeting or exceeding monthly metrics such as setting appointments, lead conversions and identifying prospects
* Coordinating with management of the company for generating new business.
* Develop, acquire and maintain customer relationship.
* Handling existing and new customers.
* Responsible for Vendor management and Resource augmentation.
* Recruitment
* Understanding the Job description.
* Screening candidates as per available job description
* Resume generation through various channels/portals (Internal & External) and References
* Short listing candidates and scheduling interviews- Telephonic or Face to Face

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| **Marketing Executive**  **Integra Micro Software Services, Bangalore** | **[Sep 2010] – [Nov 2012]** |

* Marketing
* Market Research, contact building and database building for Domestic market.
* Responsible for developing, assessing and prospecting new & existing client business to meet sales and profit objectives.
* Responsible for meeting or exceeding monthly metrics such as setting appointments, lead conversions and identifying prospects
* Coordinating with management of the company for generating new business.
* Preparing proposals, presentations and case study.
* Develop, acquire and maintain customer relationship.
* Marketing activities on Android application development training.
* Responsible for Vendor management and Resource augmentation.
* Establishing account presence and hold attention of key contacts at various client locations.
* Preparing the billing details and invoice.
* Follow up and ensure that outstanding are collected on time including sending appropriate reminders to clients.
* Recruitment
* Understanding the Job description.
* Screening candidates as per available job description
* Resume generation through various channels/portals (Internal & External) and References
* Short listing candidates and scheduling interviews- Telephonic or Face to Face
* Managing employment advertising campaigns and programs
* Facilitating weekend hiring events
* Handling Android Competency Centre

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| **Business Development Executive**  **[ Focus Academy for Career Enhancement, Coimbatore]** | **[May 2010] – [Sep 2010]** |

* Marketing
* Implementing the strategies laid by the company
* Initiating strategies to create brand awareness generate inquiries and ensuring conversion.
* Preparing and maintaining the database of various colleges and students.
* Interacting with various types of target group – Engineering students, Placement officers, Principals and others
* Preparing presentations and banners/posters.
* Been a part of the core team that coordinated events like ‘MAT Camp, 10’, ‘FACE Scholar Test, 10’, etc.