

# SHAILENDHIRRA SASIMAHENDRAN

## Business Developer

Age - 29

Visa Status - Having Resident Permit



### ABOUT

A passionate and result oriented International Business professional Expert in B2B Sales, Marketing & Closing deals. I have taken up sales accounts and excelled from Lead Generation till Closing deals. As a hunter by nature in marketing I am looking forward to work in this role to implement my expertise with a result oriented approach for the long term growth of the company.



### WORK EXPERIENCE

#### Sensaterra , Paris - France

January 2024 -

##### Lead Manager & CRM Owner - Internship

July 2024

- Lead management Sales Account on coffee beans and machines in French B2B sales.
- Developed B2B sales strategy resulted in 10 clients / month sales
- CRM owner - Convincing Emails Templates, Sales Automation sequence creation - Increased Reply rate & CRM Building
- Increased conversion rate by 10% from leads to clients
- Targeted Clients Marketing and Operations Support

#### Profab Tech Private Limited , Coimbatore - India

August 2020 -

##### Senior Marketing Manager

December 2022

- Lead generation to Negotiations till Closing deals undertaken for clients and markets assigned to my sales account
- International marketing for Textile Products & Got International Clients from 4 Countries
- Have negotiated with more than 100+ C-Level, Decision Makers for Selling the company products.
- Cold calling, Export Documentations and Logistics arrangements

#### Raj Impex , Coimbatore - India

June 2017 -

##### Business Development Executive

July 2020

- Merchant Exporter company implemented sales strategies for products from Fashion, Agriculture, Packaging, Furniture Industries.
- Web-scraping, Market Research, Market Diversification
- Sales Strategy Implementation - 20% Revenue increase
- Sales negotiations and closing deals with International Distributors, Retailers, Importers & Businesses
- Visited 4 Countries and participated in 15+ International Exhibitions



### EDUCATION

#### Master of Science - International Business

January 2023 -

SKEMA Business School , Paris - France

December 2023

#### Bachelor of Engineering - Electronics and Communication Engineering

June 2013 - April  
2017

Sri Krishna College of Engineering & Technology , Coimbatore - India

### CONTACT



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Nationality - Indian

### EXPERTISE & SKILLS

- 5+ Years in B2B sales accounts
- Web - Scrapping
- Cold calling / Email Marketing
- Google ads , Meta ads campaigns
- Market Research
- International Market Diversification
- Sales Negotiations & Closing Deals
- CRM Building
- SaaS / Digital Tools Marketing

### LANGUAGE

English ●●●●●

French ●●●●●

Hindi ●●●●●

Tamil ●●●●●