**RESUME**

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**Objective:**

To utilize every opportunity to learn and improve in order to add value to the organization thereby attaining my career growth. I want to be in a position where I manage an important portfolio of a reputed company.

**Experience:**

**Area Manager-LEAD School (Oct 2020 -July 2021)**

* Identifying & understanding the given territory, reaching out to affordable schools, making cold calls and taking the appointments from the KDM’s
* Meeting the KDM’s and giving the product demonstrations to the key stake holders in the school like Principals and directors.
* Conducting teachers orientations, explaining about Lead Academic Program and helping them understand how this program can be a helpl for them for imparting better education.
* Regular follow ups with the KDM’s, negotiating about the commercials and closing deals.
* Maintaining a good relationship with existing schools for new revenue generation opportunities.
* Taking responsibility of the signed school to ensure implementation is done properly and smoothly.
* Being responsible for due payment collections, being available for schools for any support through out academic year.
* Coordinating with different departments within the organization, ensuring signed schools have no problems in any manner.
* Preparing & submitting a daily, weekly, monthly report to Cluster Head regarding to sales funnel.

**Business Development Manager–Classklap Pvt Ltd. (Sep 2018–May 2020).**

* Plan and execute new business strategies for the given territory and identifying the potential customer.
* Taking appointments from the management of the schools and giving the product presentations.
* Conducting teacher’s demos, parent demos in the schools for better understanding about IMAX Program.
* Understanding the competition and able to strategize different marketing plans.
* Continuously monitoring the existing schools to ensure proper service is given to them.
* Timely collection of advances and dues from the schools and channel partners.
* Taking care of additional orders and returns, subsequently communicating with the schools about the same.
* Establish sales objectives by forecasting and developing annual sales quotas for regions and territories.
* Establishing a great network across the territory and travelling extensively for new business opportunities.
* Conducting parent connected and student connected activities in the schools.

**Area Manager, Smart Class Educational Services Pvt Ltd.**

**(Educomp Solutions Limited.)(Sep 2016–Aug 2018).**

* Taking care of the assigned territory and approaching new schools for new business opportunities.
* Maintaining good relationship with existing schools and penetrating cross sale and up sale opportunities.
* Approaching new schools, giving product presentations, sending business proposals, pricing negotiations, regular follow ups and closing the deals.
* Coordinating with various departments of the organization on behalf of the schools and giving prompt service.
* Understanding the market potential, making strategic plans, pitching right product for right schools and achieving the targets.
* Regular follow up with existing and new schools for the collections to ensure collections are collected on time.
* Creating weekly and monthly reports and sending across various departments of the organization.

**Assistant Manager Sales, Askme.Com (Getit Infoservices Pvt Ltd)**

**(July 2014–Aug 2016)**

* Identifying the potential buyers like SME, understanding their key needs and positioning the products.
* Understanding clients requirement and giving cost effective solutions.
* Maintaining good relationship with the clients and cross selling the products and services.
* Continuously coordinating with the clients regarding to product quality and making sure giving right service at right time.
* Following up the associated companies for the completion of the promotional projects.
* Responding to incoming enquiries like phone calls and emails and follow up them.
* Client serving, follow up and retention.
* Creating and maintaining daily, weekly and monthly reports for the future review process.

**Marketing Executive, Globallabs (Sep 2010–June 2014).**

* Planning and acquiring the new market and generate leads for the business.
* Making cold calls, drawing pipelines and ensuring continuous business to the organization.
* Sending business proposals and regular follow up the clients.
* Meeting all SME clients and giving the presentations about company’s services and products as per client’s requirement.
* Understanding the client’s problem, giving the solutions and pitching an appropriate Service or product.
* Explaining about SEO concept and managing client’s website for getting more traffic to the same.
* Explaining about Google Adwords concept to customers and creating business campaigns according to customer’s budget and ensuring optimal use of his budget.
* Doing keyword research for the client’s requirement, extracting the reports from the sources and advising the customer about his business promotion.
* Maintaining a good relationship with clients, client follow up, client serving and client retention.

**Academics:**

* MBA in the year 2009 with 69% from Jawaharlal Nehru Technological University, HYD

**Project Details:**

**Title :**Sales Promotion Techniques.

**Company :**Kidstuff (p) Ltd.

**Description :**

This project is mainly focused on techniques that really affect the company’s sales in the following ways.

* To find out how a company adopts the techniques to attract the customers according to the marketing situation.
* To find out the impact of those techniques on the company as well as on the customers.
* To find out how the costumer perceives & responses towards that technique in a given situation.
* To find out how the company uses these techniques to grab the customers in the crisis situation.
* B Com in the year 2007 from Kakatiya University, Karimnagar.
* Intermediate (C.E.C) in the year 2004 in Karimnagar
* SSC in the year 2000 in Karimnagar.

**Technical Skills:**

* Have working knowledge in Digital Marketing.
* Efficient in working with Ms Office tools Such as Word, Excel and PowerPoint.
* Have great knowledge on internet operations.
* Have knowledge on operating systems such as Windows, Ubuntu.

**Personal traits:**

* Participated various seminars at school and college levels and won appreciations.
* Played number of inter college cricket tournaments and stood best all rounder for the year 2006 at Kakatiya University Level.
* Participated various social welfare activities.

**Declaration**

I hereby declare that all the statements and information given by me in this application are true, correct and complete to the best of my knowledge and belief.

Place: With regards,

Date: J SHARATH REDDY.