

# CV

## PERSONAL INFORMATION

**Name:** Mohan Raghul

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## WORK EXPERIENCE

**Dec 2019 – Jun 2020**

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### Sales Support Consultant – Salesforce

#### Kofax, Stockholm (Sweden)

- Worked directly with end consumers regarding product licensing processes such as license generation, opportunity creation etc.
- Dealt with salesforce migration issues and improve the whole order processing system within a short period.
- Managed customer accounts and ensure excellent customer service and customer experience
- Provided troubleshooting assistance for customer orders, account statuses and relevant problems

**July 2019 – Nov 2019**

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### Sales & Marketing Associate

#### Pliance - Automated AML, Stockholm (Sverige)

- Worked closely with CEO, to implement strategic sales and thereby increasing the deal flow rate to 200%
- Qualify and generate leads organically and streamline the whole process using CRM- **Pipedrive** tool
- Worked with different email marketing tools such as "**Reply, Mailchimp**" and develop sustainable workflow approach for inbound and outbound leads
- Negotiated pricing with customers and suppliers to achieve an actionable outcome.

**January 2019 – March 2019**

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### Business Development Associate

#### Beatnik Eyewear, Stockholm (Sverige)

- Identified new business opportunities - including new markets, growth areas, trends, customers, products and services.
- Catalogued all the messages and onboarding emails, then mapping improvement opportunities
- worked strategically - implement necessary planning to implement operational changes
- Prepare project plans and reports to identify potential risk and impacts.

**May 2015 - July 2016**

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**Project Co-ordinator**

**Sigma Publishing Services, Chennai (India)**

- Networked with top management and assisted with marketing campaigns to drive growth
- Worked closely with the sales team to improve quality content, resulted in 20% increase in sales within Q1&Q2.
- Provided budget, frame scope, timelines, monthly update reports and customer communications for each project
- Collation of all reports (quality, progress, issues, etc.) into a full project report to keep up to date on progress of all aspects of the project.

**EDUCATION**

**August 2016 - May 2018**

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**Master in industrial management**

**Halmstad University, Halmstad (Sweden)**

**September 2012 - May 2016**

**Bachelor in Electronics and Engineering**

**Anna University, Chennai (India)**

**Computer skills**

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**Very good knowledge:** HTML5, CSS3, JavaScript, BootStrap, React, Redux, Node

**Master thesis – Working with Multiple Business models: A Case study of HMS.**

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This thesis highlights the integrating strategy used to manage multiple business models through acquisition and realizing synergies, that adversely alters the distribution of possible outcomes regardless of increase or decrease of expected outcome.

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**PERSONAL SKILLS**

**Languages**

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- **English** - Fluent in speech and writing
  - **Swedish** – Intermediate in speech and writing
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**CERTIFICATIONS**

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- **The fundamentals of Digital Marketing**  
ID: EU3 TXR B55
  - **Google Ads Fundamentals**  
ID: 35888706
  - **Google Ads Search**  
ID: 36359935
  - **Google Analytics**  
ID: 37399586
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