

Shyam Sundar R

Business Development & Key Account Manager – B2B & B2C

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PROFILE

Business Development & Client Relationship professional with **6+ years of experience across B2B and B2C environments**, including **field-based engagement with institutional and corporate clients**. Proven ability to build long-term partnerships, drive revenue growth through consultative selling, manage end-to-end client lifecycles, and achieve business targets. Experienced in working independently, handling multiple accounts, and converting relationships into repeat business and upsell opportunities.

SKILLS

Core Competencies

- Key Account Management
- Client Relationship & Retention
- CSAT, NPS & Escalation Handling
- Account Expansion (Upsell / Cross-sell)
- Client Servicing & Delivery Coordination
- Stakeholder & Enterprise Communication
- Revenue Expansion & Renewals
- Account Intelligence & Reporting
- CRM Management (Salesforce, HubSpot, Zoho)
- IT Services & Technology Solutions

Technical Skills

- **Data & Reporting:** Advanced Excel, data analysis, account performance reporting
- **CRM & Account Management:** Salesforce, HubSpot, Zoho CRM, Amazon CS Central, CMS tools
- **Client & Sales Tools:** LinkedIn Sales Navigator, Apollo, Google Workspace
- **Marketing & Communication:** MailChimp, HTML email campaigns, programmatic advertising (working knowledge)
- **Presentation & Content:** Adobe Creative Suite, Canva, CMS platforms, video editing tools

Soft Skills

- **Technical Communication:** Adept at translating complex AI and technical concepts into simple, actionable insights for stakeholders and business teams.
- **Analytical Problem-Solving:** Apply structured thinking and data analysis to troubleshoot product issues, identify root causes, and optimize workflows.
- **Time & Priority Management:** Skilled in managing deliverables and aligning with product timelines in agile, high-paced environments.
- **Cross-Functional Collaboration:** Proven success in working with design, engineering, and marketing teams to drive unified product outcomes.
- **Adaptability & Learning Agility:** Quickly learn and apply new technologies including AI tools, LLM APIs, and automation platforms.
- **Detail-Oriented Execution:** Maintain high standards of accuracy in feature documentation, campaign reports, and product specifications.

PROFESSIONAL EXPERIENCE

Client Relationship Manager

Technoarete Private Limited

07/2024 – 10/2025

Chennai

- Managed and supported **multiple enterprise and mid-market client accounts**, acting as the primary point of contact for ongoing engagement and delivery coordination.
- Ensured **client satisfaction (CSAT)** by proactively addressing issues, aligning internal teams, and maintaining consistent communication.
- Worked closely with **sales, delivery, and product teams** to support account growth initiatives and prevent churn.
- Identified **upsell and cross-sell opportunities** based on client usage, business needs, and market insights.

- Maintained detailed **account intelligence**, including client objectives, stakeholders, risks, and growth potential.
- Prepared **account health reports, pipeline insights, and performance summaries** for leadership review.
- Supported GTM initiatives by aligning client feedback with service enhancements and positioning.

Client Account Manager

05/2023 – 06/2024
Chennai

Iopex Private Limited

- Served as a **client-facing account contact**, supporting enterprise customers and ensuring smooth service delivery.
- Handled **escalations, issue resolution, and SLA adherence** in collaboration with internal technical teams.
- Identified **revenue expansion opportunities** through service optimization and value-added solutions.
- Improved customer experience by streamlining onboarding and support processes.
- Built long-term client relationships through structured follow-ups and solution-oriented engagement.

Client Support & Retention Specialist (Amazon Process)

11/2019 – 04/2023
Chennai

Sutherland Global Private Limited

- Managed **high-volume customer accounts** with a strong focus on **retention, satisfaction, and issue resolution**.
- Monitored and improved **CSAT, NPS, DSAT, and AHT** metrics consistently.
- Conducted **root cause analysis** to prevent repeat issues and reduce churn.
- Coordinated with internal stakeholders to enhance service quality and customer experience.
- Mentored and supported team members to maintain performance standards during peak periods.

EDUCATION

BCA - Data Science

2024 – present
Chennai, India

SRM university of science and technology
Pursuing current year

ACHIEVEMENTS

Shining Star Award

2023

Amazon

Continuous top performer for 6 months

Product Expertise Certification

2024

Arlo

Earned Certification for exceptional knowledge of Arlo products and competitors, showcasing expertise in product availability and features.

Value Card Award

Iopex

for consistent positive CSAT during peak operations

CERTIFICATES

IBM Data Analytics Certification (SkillBuild)

Acquired skills in data visualization, SQL, data mining, and predictive analytics using tools like Excel, Python, and Tableau.

Certified in Data Analytics (LearnTube by Careerminja)

Developed proficiency in using tools such as SQL and Python for data manipulation and analysis.

PROJECTS

Self Motivated projects

Android Customisation & Software Optimisation

- Customized Android software for older mobile devices, including ROM flashing and OS upgrades/downgrades, to improve performance and extend device lifespan.
- Resolved complex software issues, such as boot loops and system crashes, using advanced recovery tools and techniques.
- Optimized older devices by removing unnecessary software, improving battery efficiency, and enhancing overall performance.
- Provided cost-effective solutions for reviving outdated devices, enabling users to continue using their devices with modern applications.

LANGUAGES

Tamil

Native Proficiency

English

Professional Proficiency

DECLARATION

I hereby declare that the contents of my resume are accurate to the best of my knowledge and verify their authenticity."



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Chennai