

SRIRAMANAN KALIRAJAH

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SUMMARY

As a customer-centric business account and sales marketing professional, I have demonstrated expertise in researching and developing comprehensive marketing strategies that align with business goals and objectives. My track record of success is rooted in strong analytical skills, which I leverage to drive operational and financial effectiveness within organizations. Through a strategic approach to marketing, I have consistently achieved positive outcomes and made significant contributions to the growth and success of businesses.

PROFESSIONAL EXPERIENCE

ESSE Canada

August. 2022 - Present

Sales and Account Marketing Manager

- Responsible for orientation, development, and training of key inside sales business processes for new employees.
- Collaborating with the team and management to establish policies and procedures to meet company goals and objectives.
- Developing and streamlining processes for continuous improvement internally within the company.
- Handling disgruntled clients with challenging situations, providing feedback, and identifying customer needs.
- Tracking and analyzing data within the organization to further maximize profits and fix deficiencies during monthly revenue management meetings.
- Managing all incoming calls pertaining to any sales or account marketing related matters.
- Preparing proposals with pricing for commercial and residential wastewater systems.
- Reviewing all requested complex proposals and work orders created within the company past and present for quality control and quality assurance purposes, before being submitted to clients for approval.

Sales and Account Marketing Coordinator

May. 2022 - August 2022

- Coordinating contract and customer profile management through contract renewal/acquisitions, file management and performance verification.
- Managing inside sales & pipeline development with new and ongoing clients by strengthening client relationships with recommendations and supporting them with their annual septic system services, upgrades and installations.
- Providing customer service & sales for new septic system acquisitions, installation and warranty by educating clients on system annual service requirements, septic system warranty coverage and installation support moving forward.
- Handling account coordination & In-Field Support by working side-by-side with septic system industry professionals when it comes to manufacturing and installation of new systems across Ontario.

CIBC - Canadian Imperial Bank of Commerce

Oct. 2020 - April. 2022

Mortgage Processing Officer

- Processing mortgage related transactions, such as property tax payments, mortgage liquidation, adjustments to insurance premiums, changes to client information and mortgage payments
- Made necessary calculations on premiums and/or allocation of payment to mortgages and liaise with CIBC collections to clear outstanding funds, collect all relevant fees, penalties, and interest due
- Training and assisting employees within the team on tax processes

Bell Canada

May. 2017 - Aug. 2017

Technical Sales Associate

- Providing customer services such as scheduling repairs or upgrades for existing Bell Customers they currently had with Bell Canada.
- Sales work with new clients trying to install Bell services to their new home or apartment.
- Sales and promotion work with new areas implementing Fiber optics technology with Bell converting new or old customers to the new more efficient wired fiber optics tech.

EDUCATION

Institute of Technology Carlow | Bachelors of Business (Honors)

2020

Conestoga College | Advanced Diploma in Administrative Business Marketing and Diploma in General Business

2019

Projects

Marketing Category Plan for LIDL

2019

- Developed a new category plan for a major grocery retailer within Europe Lidl.
- The purpose of the campaign was to take Lidl freshly baked bread category and transform it so it is a more consumer friendly aisle that would attract freshly baked bread consumers.
- Created a plan using visuals designed on Photoshop alongside the category management process to maximize consumer retention while also meeting all their freshly baked bread needs of European consumers within the Republic of Ireland.

International Marketing Evaluation

2019

- Designed an international marketing plan to take a local Irish Doll/Toy company Lottie Dolls abroad into a new effective market.
- Analyzed and identified the potential effective markets to enter alongside the ones that are not viable by conducting market evaluations.
- Created a full international plan to potentially expand the Lottie Dolls business abroad into a new Brazilian market and made other market recommendations.

SKILLS & LANGUAGES

Technical Skills: Google Analytics, Social Media Analytics, AutoCAD LT, Photoshop, WordPress, Canva, Excel, Excalibur (Banking database/ system), Optsy (Account/Sales database)

Languages: Proficient in English, Tamil & minimal French

Awards: Smarter Travel Campus Award 2020

References Available upon Request