
Suganthapriyan Pasupatheeswaran

Sales & Outreach Executive

Uppsala, Sweden

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PROFILE

Sales & Outreach Specialist with 5+ years of experience in B2B lead generation, persona-based targeting, and conversion-focused funnel strategies, CRO optimization with A/B testing

TOOLS AND TECHNIQUES

Mailchimp, HubSpot, HotJar, Visual Website Optimizer, Google packages, MS Office; ICP targeting, Cold outreach and follow ups, Behavioral lead scoring, Custom Persona building and optimization, Onboarding funnel analysis, CRO through A/B testing, Drop-off identification with heatmaps

WORK EXPERIENCE

Sales and Outreach Executive - Skolgatan 6 Coworking spaces - Uppsala, Sweden

Jan 2024 - Present

- *Increased qualified meetings 3 times* during a low engagement quarter by executing “Ideal Customer Profile” outbound strategy
- *Combined A/B testing of landing pages and email drip sequences and sign-up forms* to optimize engagement rates
- *Identified drop off points in the onboarding process* using HotJar heatmaps and implemented targeted improvements
- *Created detailed audience personas* through customer interviews and behavior analytics, guided the development of hyper-targeted campaigns
- *Spearheaded strategic market expansion* to increase membership acquisition by targeting startups, freelancers, and remote teams

Assistant Business Development Manager - Livewire Private Limited - Tamil Nadu, India

Nov 2022 - Jan 2024

- *Built a B2B outreach network* with 15+ educational institutions, pitched tailored sales proposals for academic solutions
- *Applied behaviour based lead scoring* technique to prioritize hot lead and stagger follow-ups based on engagement levels

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- *Collaborated 30+ partner companies to secure student placement opportunities, aligning offerings with partner hiring goals and boosting placement*
 - *Executed cohort-based targeted sales strategies for educational products by segmenting institutions by program focus and enrollment size*

Business Development Executive (Part time/Remote) - *NIIT Private Limited - Tamil Nadu, India*

May 2018 - Oct 2022

- Monitored and reported key sales KPIs, including target vs. actual performance, to the regional office on a weekly basis for informed decision-making
- Collaborated with sales teams to collect, validate, and ensure accuracy of sales data for performance reporting and forecasting
- Collaborated 30+ partner companies to secure student placement opportunities, aligning offerings with partner hiring goals and boosting placement
- Oversaw batch scheduling and coordinated internal operations to align academic delivery with enrollment demand and resource availability
- Handled both back-office and front-desk queries related to scheduling, operations, and client coordination

BUSINESS INCUBATOR EXPERIENCE

Energinode is a blockchain based energy tracking and management software tool for energy producers and distributor companies to ensure the origin of energy source.

Uppsala Innovation Center, Uppsala, Sweden - *Business Startup Incubator Program*

Mar 2019 - June 2022

Sting Business Incubator, Uppsala, Sweden - *Incubator Test Drive Program*

Jan 2022 - Mar 2022

EDUCATION

Uppsala University, Uppsala, Sweden - *Master's in Industrial Management and Innovation (90/120 Credits).*

Sept 2019 - Apr 2022

Tamilnadu college of engineering, Tamil nadu, India - *Bachelor's in Automobile engineering*

Aug 2014 - May 2018

LANGUAGES

- English (IELTS)
- Tamil (Native speaker)
- Swedish (Basic)