

SANJAM NAVIS . M

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sanjamnavis@gmail.com

Desiring a challenging career and good position in a dynamically and professionally managed organization to utilize my inner skills, ideas and abilities to an optimum level for healthy professional growth of the organization's and mine

EDUCATION

MBA (Finance) 2014-16

Sathyabama University, Chennai

B. Com (CA)-2014

St. Johns College of Arts & Science

HSC

St. Antony's Higher Secondary School

PROFESSIONAL EXPERIENCE

NMW INTERNET TECHNOLOGIES (AUGUST 2016- AUGUST 2020)

BUSINESS DEVELOPEMENT EXECUTIVE

- Managed all social media platforms and digital advertising to increase brand outreach, engagement, and productivity
- Created and maintained social media calendar and established signature hashtags
- Generated content based on client needs and accountable for timely publication
- Analyzed data and generated weekly/ monthly reports to actively measure the effectiveness of social media outreach
- Created Product Requirement Document for coupon website and app.
- Coordinated and hosted conferences, events and trips for our outside sales teams.
- Developed, coordinated and implemented sales strategies that identified and produced new business in Outdoor and indoor advertising space partnership.
- Established CRM to increase sales, improve sales forecasting, and enhance account tracking on new and existing clients.

- Developed and submitted business proposals, led team to pursue opportunities, and managed capture efforts.
- Evaluated competitors in terms of market share, product offering, recognizable strategies, and advertising efforts to determine strategies that would strengthen our company's presence in those areas.
- Researched market conditions, including customer interest and availability, product need, economy volatility, access to resources, to make confident decisions in pursuing, maintaining and strengthening market opportunities.

MAKOLET PRIVATE LIMITED – SENIOR BUSINESS DEVELOPMENT EXECUTIVE – (OCT 26TH 2020 – DEC 27 2020)

SENIOR BUSINESS DEVELOPEMENT EXECUTIVE

- Meeting Clients and approaching about digi Marketing.
- Explaining about Social Media Campaigns.
- Approaching about various kind of online Marketing for boost the sales
- Analyzing the clients need and sugessting the strategy plan to develop their business using google ads and social media ads.

JUSTDIAL LIMITED– SENIOR CERTIFIED INTERNET CONSULTANT – (JAN 26TH 2021– CURRENT)

SENIOR CERTIFIED INTERNET CONSULTANT

- Identifying business opportunities by identifying individual Business owners, SMEs Entrepreneurs and Professionals and evaluating their position in the market researching and analysing sales opportunities.
- Developing business relationship with our end customer by providing support and solutions recommending services benefiting their business requirements
- Explaining details of your product's features, advantages benefits tenure and all the theme and conditions related to the product the client is showing interest upon
- Preparing report by collecting, analysing and summarizing information and send the Key Parameter Monitor (KPM) report to the reporting managers or daily basin
- Actively playing the role of a consultant providing the customers with relevant answers and solutions to the query they raise

PERSONAL DETAILS

Nationality: Indian

DOB : 25th July 1993

Marital Status: Single

Languages Known: Tamil, English, Malayalam

Permanent Address: #7/87, East Street, Kovalam,
Kanyakumari Dist – 629702
Tamilnadu, India

DECLARATION

I hereby declare that all the details furnished above are true to the best of my knowledge.

(SANJAM NAVIS .M)