



# MATAF FALKE

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Mumbai | India

## EDUCATION

- Mechanical Engineering | 2015 - 2018
- Diploma in Mechanical Engineering | 2012 - 2015

## EXPERTISE

- Sales
- Account Management
- Lead generation
- Project Management

## TOOLS

- Dux-soup, Gmass, Apollo

## Experience

May 2023 - Present

Dixit Infotech

Key Account Manager

- All Endpoint Sales, Enterprises Servers, Storage, Network & CyberSecurity, End-User Services, IT Data-center solutions, backup, Cloud, MDM & Middleware, and Collaboration products including 0365.
- Cultivated strong relationships with key clients, resulting in a [x]% increase in client retention and repeat business. Meeting.
- Collaborated with cross-functional teams, including marketing and product development, to develop and launch innovative solutions that met client needs and generated new sales leads.

Oct 2021 - May2023

9YARDS TECHNOLOGIES

Account Manager

- Responsible for tracking new clients in various industries, placing proposals, and getting agreements, finding quality candidates.
- Hands-on experience in all elements of the sales process from Approaching Leads, Scheduling Interviews, creating proposals, negotiations, and closings.
- Requirements Gathering and understanding Nurturing clients from scratch to maturity.
- Lead generation through tools like Sales Navigator, Upwork, Job Boards, and Google.
- Finding the right candidate for the clients through Naukri,shine.com, LinkedIn, etc. Fixing Prospect meetings & Giving Presentations.
- Gathering and understanding Nurturing clients from scratch to maturity.Designing and developing email marketing campaigns

Jan 2020 - Sep 2021

JARO EDUCATION PVT. LTD

SENIOR CAREER COUNSELLOR

- Responsible for the closing deals of direct B2C & B2B segments.
- Lead generation through LinkedIn and E-mail campaigns.
- Strategized plans by estimating the market potential of Ed-tech in the Mumbai region to achieve a total of 84 admission closures during my course of employment.
- Followed up effectively with existing customers on referrals thereby achieving 50% referral admissions.
- Consistently top-performing team for the past 7 months.
- Help agents in their closing/ giving feedback after analyzing calls done by the agent.
- Analyzed the data on product portfolios, markets, and competitors to identifykey segments to create a sales strategy.



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## TOOLS

- Leadsquare, salesforce, Keap, Hubspot, Sharpspring for sales funnel management, Ameyo,clickup
- Lusha, salesQl, Sendinblue, Clearbit, RocketReach, Uplead

## LANGUAGE

- English
- Hindi
- Marathi

## Experience

Sept 2018 – Dec 2019

EXTRAMARKS EDUCATION PVT. LTD

### SENIOR BUSINESS DEVELOPMENT EXECUTIVE

Responsible for driving monthly sales for the K-12 B2B segment.

Managed end-to-end client interaction maintaining a strong professional relationship with the client and satisfying the client's needs.

Met with avg. of 3 clients(schools)/per week to understand their needs and their paying potential in order to fit my product in their needs.

Generating leads of different schools through cold callings, SMS campaigns, and e-mail marketing campaigns.

Achieved the highest customer retention rate of 90% in the center by managing escalations to attain customer satisfaction.

Sales funnel management by using tools like salesforce and leadsquare.

Providing excellent service to existing customers and collecting referrals from them.

Achieved Extramarks gold club reward 5 times & awarded with the most consistent performer tag as well.

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