

## **MRUDULA GANGOLU**

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### **SUMMARY:**

**Career Objective:** Seeking a position in Sales and Marketing wherein I can utilize my communication skills and my Master of Business Administration degree to build a strong distribution network for achieving a higher market penetration level.

### **EXPERIENCE:**

#### **BUSINESS DEVELOPMENT EXECUTIVE, INFOPINE, MYSORE**

**(Mar 2016 – Present)**

- To establish, maintain and develop existing and new customer/prospect database for business opportunities.
- Generating leads for Digital Marketing, Website Developments and Mobile Apps of Infopine from Domestic Market.
- Worked on Salesforce.com, LinkedIn, ZoomInfo etc for building new prospects data.
- Respond to and follow up sales by Email Campaigns, Cold Calls and Personal Visits.
- Monitor and report on activities and provide relevant management information.

#### **INSIDE SALES EXECUTIVE, TECHNOVERT, HYDERABAD      (Jan - Dec 2015)**

- Worked into IT Software Sales for International markets of USA, UK, Denmark, Netherlands, Sweden, Norway, Luxembourg and Belgium.
- Building and interacting directly with B2B clients and setting up of appointments with CXO level contacts.
- Identifying and networking with prospective clients, generating business from existing accounts and personal network for achieving profitability.
- Handling existing lead base, upgrading, continuous follow ups and renewing them as well as constantly building new prospect base.
- Prospecting, Negotiation and Closing of deals with necessary documentation.

## **INTERNSHIP:**

I worked for a young organization “ClientCurve Infosystems Pvt Ltd” a Hyderabad based company which is a B2B Sales & Marketing firm. **(Apr - June 2014)**

### **My Role:**

- As a part of my internship program, I have worked on prospecting and cold calls to the targeted customers, successful in generating leads and appointment fixings.
- Learned different ways of data extraction of the prospects from various sources and created email campaigns.
- Experienced corporate culture, environment, to handle the prospects and reporting to clients.

## **EDUCATIONAL PROFILE:**

- Passed PGDM triple specialization in Marketing, Finance and Banking, in 2015 with 7.6/10 CGPA from Siva Sivani Institute of Management, Hyderabad.
- Passed B.E. in the stream of Electronics and Communications, 2013, 72% from Suresh Deshmukh College of Engineering, Wardha, Maharashtra.
- Passed Intermediate MPC, 88.4%, in 2009 from Narayana Junior college, Hyderabad.
- Passed X<sup>th</sup> CBSE 69.8%, in 2007 from DAV Public School, Jaggayyapet.

## **SKILL SET:**

- Sales force CRM
- MS- Office
- MS- Word
- MS- PowerPoint
- MS- Outlook

## **PGDM PROJECTS:**

- **Specialization Project: Project Report on “Consumer’s Attitude towards Online Purchases.” (Primary Data Research)**

In brief, online shopping has become increasingly popular, due to convenience (and often lower prices). Electronic commerce has witnessed an exponential growth resulting in greater use of this tool by the traders. Also the competition in e-commerce is intensified. This study combines factors which have influenced the consumer's purchasing decision in online and offline stores.

- **Internship Project: “A survey on Effectiveness of Cold Calling in the Sales process.”**

## **CERTIFICATIONS AND HONOURS:**

- Awarded first prize for presenting a paper titled “**MOVING TOWARDS GENDER EQUALITY BOARDS**” at Aurora PG College Hyderabad.
- Certified in **TECHKRITI** a course on “**Business Analytics**” by **IIT Kanpur**, held at Siva Sivani Institute of Management.
- Organized **SNATAK, SMRITI, and TECHKRITI** events conducted at Siva Sivani Institute of Management.
- Active volunteer in **CSR** at Siva Sivani institute and hosted every cultural event of Suresh Deshmukh College of Engineering.

## **STRENGTHS:**

- Diligent Team Player and Quick learner by nature.
- Effective Communication and Presentation Skills.
- Self-motivated, Confident and a Flexible to work even under pressure.
- Familiar working with new Databases and social networking Sites i.e. LinkedIn, Salesforce.com, Website, Google, Spoke, Jigsaw, Hoover's, Zoom info, Manta and Lead411.

## **LANGUAGES KNOWN:**

- English
- Hindi
- Marathi
- Kannada
- Telugu (Mother Tongue).

## **DECLARATION:**

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

**Date:** 22.6.2016

**Place:** Tenali

(MRUDULA GANGOLU)