

S Lakshmi Prasanth

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Sales & Marketing and Administration Professional

1.5 years experience in Direct Sales Operations across in BFSI & Decorative Industry verticals and 1 year experience in administration

OBJECTIVE

Seeking a responsible position in a reputed organization where my skills and functional competencies in the Sales

Operations domain can be effectively used for contributing to the success of the organization and can be further enhanced

for mutual benefit

PROFESSIONAL SYNOPSIS

- ☛ Sincere & hardworking professional with 1.5 years experience in Sales Operations with excellent understanding of business dynamics
- ☛ Currently associated as **Marketing Executive** with **Icon Interiors**, Hyderabad
- ☛ Expertise in sales processes with focus on sales numbers
- ☛ Skilled in direct sales, corporate and SME sales
- ☛ Exposure to marketing operations – promotional campaigns, product demonstrations, road shows etc.
- ☛ Good exposure to client / customer relationship management
- ☛ Versatile and multi-skilled with ability to manage multiple responsibilities simultaneously, achieve defined goals & objectives, an effective communicator with strong analytical, problem solving & organizational skills
- ☛ An experienced self starter and team player with keen attention to organization needs and details

CORE COMPETENCIES

- Sales Operations
- Business Development
- Direct Sales
- Corporate & SME Sales
- Product Presentation
- Marketing Operations – Promotional Campaigns
- Liaisoning& Coordination
- Negotiation Skills

ACADEMIC CREDENTIALS

➤ **Master of Business Administration (MBA)** specializing in **Marketing and Human Resources**,

Bhimavaram Institute of Engineering & Technology, Bhimavaram,

Jawaharlal Nehru technological University (JNTU), Kakinada, 2011

➤ **Bachelor of Commerce (B. Com)** specializing in **Computers**,

Y.N College, Narsapuram,

Andhra University, 2009

- Intermediate,

Gowtami Junior College, Palakol,

Board of Intermediate Education, Andhra Pradesh, 2005

- Secondary School Certificate (SSC),

Sri SarawathiSisuMandir School,

Board of Secondary Education, Andhra Pradesh, 2003

IT SKILLS & PROFICIENCY

Operating Systems : Windows , ACCOUNTING.

Application Packages : MS Office, MS-EXCEL, INTERNET BROWSING ETC.

Internet Applications & Tools

CAREER SUMMARY

LEADING AIM HR CONSULTENCY , DUBAI , UAE

FEB 2016 TO DEC 2016

ADMINISTRATION

Icon Interiors, Hyderabad

Apr'14 TO DEC 2014

Marketing Executive

HDFC Bank Ltd, Bhimavaram

Jan'12 -Dec'12

Sales Executive

PROFESSIONAL EXPERIENCE

Icon Interiors, Hyderabad

Apr' 2014 TO DEC 2014

Marketing Executive

Key Responsibilities

- ☞ Responsible for achieving budgeted sales targets
- ☞ To identify new projects for interior works
- ☞ To target new constructions for increasing sales
- ☞ To target architects and make presentations for sales orders
- ☞ To convert the prospects to sales
- ☞ Be responsible for collecting advance payments and final collections
- ☞ To discuss with backend team to understand project requirement

- ☞ To generate various MIS reports

HDFC Bank Ltd, Bhimavaram

Jan'12 – Dec'12

Sales Executive

Key Responsibilities

- ☞ Responsible for achieving budgeted sales targets for new branch in Bhimavaram
- ☞ To sell current accounts
- ☞ To target SMEs in and around the territory for opening of current accounts
- ☞ To target Trusts, NGOs, Societies, Associations, Small Businesses for current accounts
- ☞ To conduct promotional campaigns in the territory to build brand preference
- ☞ To ensure collection of accurate documentation as per KYC norms
- ☞ Responsible for collection of account opening cheque

☛ To ensure maintenance of AQB for the accounts; Ensure meeting of value targets

☛ To coordinate with backend for activation of the account

ACHIEVEMENTS

✓ Awarded with "**C**" Certificate in N.C.C at College Level

HOBBIES & INTERESTS

❖ Sports Lover

❖ Travelling

❖ Social Service - Visiting Service Organizations like old-age homes, deaf & dumb schools etc. and assisting

❖ Expanding knowledge through the Internet

PERSONAL DOSSIER

Date of Birth : 9th January 1988

Gender : Male

Marital Status : Single

Languages known : English, Hindi&Telugu

PASSPORT : M7077124