

Vaisakh R Sarma

Key Account Manager

CAREER OBJECTIVE

AREAS OF EXPERTISE

Account Management

Client Servicing

Marketing

Channel Sales

Relationship Management

Partner Management

Business Development

Corporate Sale

Sales Management

Business Planning

Vendor Management

Partnership Management

Identifying Business Opportunities

Creating Brand Awareness

Event & Program Management

Territory Management

Contract negotiations

HOBBIES

Table Tennis

Cricket

Motor Biker

Philately

Numismatics

PERSONAL DETAILS

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1st Cross, 1st Main
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Nationality: Indian
DOB: 30/10/1992

PROFILE SUMMARY

- About 3 years of experience in Business Development & Sales, Channel Management, Marketing, team management.
- Remains on the cutting edge, driving new business and retain existing business through key accounts and establishing strategic partnership to increase the revenue.
- Outstanding success in building and maintaining relationships with key corporate decision makers, establishing large volume, and high profit accounts with excellent level of retention and loyalty.
- A proactive leader and planner with expertise in strategic planning, market plan execution, account management and pre-sales efforts with skills in staffing and targeted marketing.
- Exceptionally well organized with track record that demonstrates self-motivation, creativity and initiative to achieve both personal and corporate goals.

PROFESSIONAL EXPERIENCE

Magicbricks.com – Bangalore, IND

KEY ACCOUNT MANAGER

Feb 2016 – Present

- Retain & acquire new corporate clients in the specified region
- Achieve the revenue target from existing & new clients.
- Create and maintain excellent relationships with clients and with the specified persons.
- Able to tailor pitch the product according to their specifications.
- Positively promote the company, its mission and core values.
- Ensure timely collection of all revenue from clients
- Give regular feedback on market conditions, competition and other factors influencing sales
- Monitored market activity and quoted pricing to maintain healthy profit margins.
- Negotiated prices, terms of sale and service agreements.
- Interact regularly with the clients to ensure a committed and partnership based relationship.
- Comply with sales process and mechanism of the company to ensure business professionalism & integrity.

Autodesk Inc – Bangalore, IND

PROGRAM SPECIALIST, IND & SAARC

Aug 2014 – Jan 2016

- Selected as Program Specialist, India & SAARC based upon the performance during internship.
- Successfully contributed 145% during FY14 & 158% during FY15 of the target.
- Attended FY14 & FY15 APAC Business Planning Meeting at Singapore & Tokyo.
- Managed a portfolio of accounts totaling in business development.
- Effectively led channel partners and key accounts.
- Oversaw sales forecasting, goal setting and performance reporting for all accounts.
- Increased business volume by adding accounts in the region.

- Organized joint business calls with current customers and outside vendors.
- Maintained a central database of key contacts, risk ratings, financial impact and key issues.
- Implemented a set of comprehensive tracking processes to monitor business performance.
- Directed planning, budgeting, vendor selection and quality assurance efforts.
- Monitored timelines and flagged potential issues to be addressed.
- Reviewed client list, customer concerns and new opportunities to drive business strategy at planning sessions.
- Assessed vendor products and maintained positive vendor relations.
- Created high-quality business strategy documentation, including product marketing briefs, FAQs and objection handling documents.
- Directed and coordinated marketing activities and policies to promote products and services.
- Identified value propositions and key messages for all of the company's marketing campaigns.
- Preserved brand integrity by monitoring the consistency and quality of marketing content.
- Cultivated effective partnerships with engineering, marketing, sales and customer support staff.
- Initiated market research studies and analyzed findings.
- Analyzed business developments and monitored market trends.
- Applied sales forecasting techniques and strategic planning to verify sales and profitability of products, lines and services.
- Completed quarterly forecasting and monthly financial reviews.
- Worked with the communications team to drive internal promotion of company programs, initiatives, guiding principles and mission.
- Coordinated and participated in promotional activities and trade shows.
- Analyzed third-party data and investigated new growth opportunities.

Autodesk Inc – Bangalore, IND
MARCOM INTERN, IND & SAARC

Feb 2014 – July 2014

- Targeted both offline and online consumers by designing a multi-pronged and comprehensive marketing strategy.
- Created effective messaging using language, graphics and marketing collateral.
- Directed a successful search engine marketing campaign that utilized solid linking, technical and keyword research tactics.
- Compared agency and vendor marketing expenses against established budgets.
- Collaborated with designers and the editorial team on marketing materials.
- Coordinated with internal business divisions, agency partners and local vendors to guarantee on time, cost-effective delivery of all marketing communications materials.
- Directed a successful SEO and link-building campaign to increase the website's credibility and drive traffic.
- Developed partnerships with local businesses to secure third party promotions.
- Wrote off-site SEO content such as press releases, guest blog posts and informational articles.
- Worked closely with clients to identify their needs and challenges and provide solutions-oriented campaign themes.
- Entered and assigned new leads using CRM tools.
- Reviewed and edited blog posts to guarantee high content quality.

Steel Authority of India – Salem, IND
IN-PLANT TRAINEE

Jan 2013 – March 2013

- Selected & Assigned with the responsibility to design, development, analysis and prototyping of a lift-assistance device for material handling.
- This lift-assistance device for the material handling is to reduce human work effort.

- The product is designed using Uni-graphics NX and performed analysis with the help of Hypermesh & Ansys.
- Design got approved from the Mechanical R&D design department of SAIL, SSP- Salem and prototyped the device in the facility.
- Currently the device is using for lifting 10T crane hooks which weight about 25-30 Kgs.

KEY COMPETENCIES AND SKILLS

- Ability to target companies and passive candidates quickly and effectively.
- Building deep and lasting relationships with customers.
- Able to build and energize talent through coaching and developing others.
- Knowledge of how to manage customers with the greatest of care.
- Identifying & manage resources required to maximize volume opportunities.
- Ability to lead large, complex cross-functional sales initiatives.
- Exposure to and comfortable with the process of forecasting.

ACADEMIC QUALIFICATIONS & ACHIEVEMENTS

University Visvesvaraya College of Engineering, Bangalore, IND

Bachelor of Engineering – Mechanical

2010 – 2014

- BE Mechanical Engineering with Distinction, 74.3%.
- Selected as Vision UVCE CHAMPS 2012 (best student of the year 2012).
- Secured 1st prize for National Students Design Challenge'12, Sustainable Design category at IIT, Madras by NSDC, India.
- Secured 1st prize for Kagada'12 National Student Conference at UVCE-Bangalore.
- Secured 1st prize for Panchajanya'13 Sates Level Technical Papers at EIT-Mysore.
- Secured 3rd prize for Regional Students Design Challenge'12 at MSIRT-Bangalore.
- Secured 3rd prize for NOKIA GIZMON Lords quiz competition'11 at UVCE-Bangalore.
- Secured 1st prize for IMPETUS'13 in the event Mechanical CAD at UVCE-Bangalore.

Govt. Senior Secondary School, Kavaratti, IND

Science – PCMB

2009 – 2010

- PUC Percentage 84.7%.

DBHSS, Thiruvalla, IND

SSLC

2007 – 2008

- SSLC Percentage 90%.
- Participated for “Thiruvallapex’06” philatelic quiz and secured 3rd prize.
- Participated for “Kerapex’07” philatelic exhibition and secured 2nd prize.
- Successfully completed NCC A-Certificate.
- Participated for “Thiruvallapex’06” philatelic exhibition and secured 1st prize.

EXTRA CURRICULAR ACTIVITIES

- Participated for Mad-Adds at UVCE-Bangalore for the event of IMPETUS’11 and secured 2nd prize.
- Organized MechMind! CADdesigning competition for the fest INSPIRON’11.
- Organized MechMind! Mechanical exhibition and IC Engine quiz competition for the fest INSPIRON’12.
- Organized MechMind! Digital Prototyping competition for the fest INSPIRON’13.
- Organized Table Tennis for the fest FIESTA’12.
- Taken UG classes for the subject of Mechanical Engineering Science for First year students