

FAHEEM KODITHODIKA

Technical Sales Consultant • Calicut, Kerala, IN

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PROFESSIONAL SUMMARY

Results-driven Technical Sales Consultant with a track record of consistently exceeding targets and delivering top notch customer satisfaction. Offering 10+ years of experience in technical sales and support, complemented by a background in web development and entrepreneurial ventures. Proficient in building and nurturing client relationships, identifying upselling opportunities, and providing innovative solutions. Demonstrated success in driving revenue growth and achieving sales goals through strategic sales strategies. Passionate about leveraging technical expertise and entrepreneurial mindset to deliver exceptional results.

SKILLS

- Technical Sales & Support
- Customer Relation Management
- Cross-selling & Up-selling
- Excellent Business Communication
- Problem Resolution & Complaint Handling
- Research & Lead Generation
- Sales Strategy Development
- Time Management & Prioritization
- Full Stack Web Development
- Responsive UI/UX Design
- Frontend Frameworks (React, NextJS, Gatsby)
- Backend Frameworks (Django, Flask, Express)
- Content Management Systems (Wordpress)
- Performance Marketing

WORK EXPERIENCE

Founder | Product Manager | Web Developer

2019 - now

Kengram Edtech, Pvt. Ltd. - Kerala, IN

Kengram Edtech is a company focused on helping educators craft engaging e-learning experiences.

- Conceptualized and developed an edtech startup focused on improving learning and teaching experiences.
- Built and launched three innovative products:
 - Learning Assistant: A comprehensive tool to organize, track and measure students' learning journeys and provide personalized recommendations, leading to improved academic performance.
 - LMS Platform: A robust Learning Management System (LMS) to streamline course delivery, assessment, and collaboration, resulting in enhanced learning outcomes for students and improved efficiency for educators.
 - Lead Generation Engine: An AI-powered lead generation tool that effectively captures and qualifies leads for educational businesses, enabling targeted marketing efforts and increased enrollment rates.
- Led product development from ideation to launch, ensuring seamless user experiences and leveraging cutting-edge technologies such as React, FastAPI and Django.
- Developed and executed marketing strategies to acquire customers and grow the user base to nearly 500 users.
- Managed a team of 6 professionals, fostering a collaborative and productive work environment.
- Overcame challenges related to user experience and customer satisfaction, while demonstrating adaptability and resilience.

Full-Stack Web Developer

2020 - 2023

Spice Brew - London, UK (remote)

Spice Brew is a cloud kitchen franchise that delivers Indian cuisine via their robotic kitchens.

- Collaborated closely with the design and marketing teams to deliver a high-performance, visually appealing website that enhanced the brand's online presence and user experience.
- Successfully integrated online ordering and POS systems into the website, streamlining the customer ordering process and enabling seamless transactions. This implementation resulted in a significant improvement in customer satisfaction and increased online sales by 30%.
- Played a key role in optimizing the website's visibility and performance by implementing SEO techniques, integrating Google Analytics, and setting up the Facebook Pixel. The strategic utilization of these tools enhanced website traffic, user engagement, and conversion rates, resulting in a 100% increase in organic search traffic and a 30% boost in overall online sales.

Sales Engineer
Medispo Medical - Jeddah, KSA
Medispo is a medical supplies and equipment dealer catering to small and medium-sized clinics.

- Led the sales process for biomedical products, from initial contact to deal closure, ensuring customer satisfaction throughout the entire lifecycle.
- Conducted market research to identify new business opportunities and develop targeted sales strategies.
- Conducted product training sessions for clients, enabling them to effectively use and maximize the benefits of the solutions.
- Achieved a sales growth of 25% within the first year by effectively identifying and capitalizing on upselling opportunities.

2017 - 2019

Product Sales Specialist
Saudi Medical Services - Jeddah, KSA
SMS was an agency that held exclusive selling and representational rights for top healthcare brands.

- Collaborated with a cross-functional team to understand customer needs and provide technical expertise and product recommendations.
- Conducted product demonstrations and presentations to prospective clients, showcasing the features and benefits of biomedical solutions.
- Built and maintained strong relationships with key decision-makers, identifying their pain points and tailoring solutions to meet their specific requirements.
- Provided technical support to clients during the sales process, addressing their inquiries and resolving technical issues.
- Successfully closed deals worth SAR 9 million, exceeding sales targets by 10% and contributing to revenue growth.

2015 - 2017

Full-Stack Developer
Kepler Academy - Dubai, UAE (freelance)
Kepler Academy was a technical solutions provider based out of the UAE that served clients from the GCC.

- Developed custom websites utilizing Python and JavaScript frameworks, and other web development technologies such as Wordpress and Shopify.
- Collaborated closely with clients to understand their specific requirements and translate them into functional web solutions.
- Designed and implemented responsive and user-friendly web interfaces, adhering to web design principles.
- Utilized front-end frameworks like React and Gatsby to enhance website functionality and user experience.
- Integrated content management systems (CMS) to empower clients with easy content management capabilities.
- Successfully completed diverse projects, ensuring timely delivery and client satisfaction.
- Demonstrated strong problem-solving skills in resolving technical issues and optimizing website performance.

2012 - 2020

EDUCATION		
2021 - ongoing	2022 - 2023	2010 - 2014
IIT - Madras	HarvardX, Harvard University	MESCE, Calicut University
BS in Data Science & Applications	Professional Certificate in Web Programming	BTech in Electronics & Communications Engineering

INTERESTS & HOBBIES

- Big History, Entrepreneurship, AI, Learning Sciences, Self-Development
- Chess, Martial Arts, Travel, Techno & EDM, Dogs