



SAHL P P

Sales and Marketing Manager

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SKILLS

Interpersonal skills · Research skills ·
Client Relationship Management · Sales ·
Negotiation · Escalation handling ·
Content creation · SEO optimization ·
Search Engine Marketing ·
Lead Generation · Market Research ·
Brand Management · Copywriting ·
Presentation · Digital Marketing ·
Data Analysis · Performance Tracking ·
Budget Management ·
Team Management · Problem-Solving ·
Customer-focused approach

EDUCATION

Bachelor of Engineering in Electrical and Electronics Engineering

Jayamatha Engineering College
04/2012 - 04/2016 Aralvaimozhi
GPA | 7.5 / 10

Higher Secondary/PUC

Nochad Higher Secondary School
04/2009 - 04/2011 Nochad, Calicut
GPA | 94.3 / 100

High School/10th

Nochad Higher Secondary School
04/2006 - 04/2008 Nochad, Calicut
GPA | 10 / 10

LANGUAGES

English	Native	●●●●●
Malayalam	Native	●●●●●
Hindi	Proficient	●●●●●
Tamil	Advanced	●●●●●

SUMMARY

Dynamic and results-driven Sales and Marketing Manager with a robust background in customer support, sales, marketing, social media management, and content creation. Experienced in crafting compelling narratives and managing comprehensive Sales and Marketing campaigns that increase brand visibility and drive consumer engagement. Adept at SEO optimization, search engine marketing, email marketing, and social media marketing strategies, with a proven track record of building and maintaining strong consumer relationships. Seeking to leverage my diverse skill set and knowledge to contribute to the success of the company I work for.

EXPERIENCE

Sales And Marketing Manager 12/2023 - 10/2024
Protoezy Private Limited Bengaluru, India

A company focused on innovative solutions in hardware design and manufacturing.

- Created sales pitches and generated high-quality leads from online portals like Startup India, LinkedIn, Google Maps, and other online portals resulting in 53.8% growth in potential client base.
- Built strong internal relationships and coordinated among a cross-functional team including finance, operations, and customer service to ensure seamless execution of sales and marketing initiatives.
- Negotiated contracts with vendors and clients, securing favorable terms that benefited the company's interests.
- Designed and implemented targeted email campaigns, Drafted mutual NDAs and project proposal templates, and Organized and managed CRM data.
- Set up Google Analytics and Google Tag Manager accounts for three websites (Branches of the company) and implemented GA4 custom events in Tag Manager to track marketing activities.
- Ran Google ad campaigns which resulted in an increase of 339.3% (Analytics Data) in new visitors to the website of Design wing and 278% (Analytics Data) for Manufacturing wing.
- Conducted keyword research for 3 websites and implemented keywords in the website content, Search Engine Marketing, and other SEO activities.
- Improved on-page SEO by implementing targeted keywords in meta tags, descriptions, and alt attributes, leading to a 112% increase in the SEO score of Design website and a 31% increase in the SEO score of Manufacturing website.
- Created social media handles, managed social media strategy, curated content across social media platforms, and monitored the performance ensuring consistent and relevant content across platforms and increase in followers growth.

Senior Consultant - Customer Support 12/2020 - 09/2022
Telligent Support LLP Bangalore, India

Customer service company focused on providing support solutions.

- Recognized as one of the top performers (Excellence award) in the process, consistently exceeding performance benchmarks.
- Mentored junior consultants, improving team efficiency and contributing to overall project success.
- Awarded for achieving the highest CSAT scores in April, July, and August 2021, reflecting exceptional customer satisfaction.
- Managed process updates and daily learning initiatives among the team.
- Collaborated with internal teams to develop customized client solutions based on customer feedback.
- Built and maintained strong client relationships through consistent communication and proactive problem-solving. Achieved a quality score of 92 out of 100 for the entire production period.

EXPERIENCE

BPO Associate

03/2019 - 09/2020

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Bangalore, India

BPO company focused on customer engagement and support.

- Received the Ekalavya award for best outgoing trainee, demonstrating exceptional performance during training.
- Maintained a consistent track record of excellence, earning an appraisal rating of 5 out of 5.
- Achieved an A+ average performance rating throughout the entire production period.
- Served as a temporary Subject Matter Expert (SME) on the production floor, providing expertise and guidance to peers.
- Archived average of 86% Problem Resolution Score and 7.6 (Out of 10) for the entire production period which is among the top 10 individual scores.

Content Research Analyst

04/2023 - 09/2023

Trupp Global Technologies

Bangalore, India

Technology company specializing in client solutions and web presence management.

- Managed the web presence for a diverse portfolio of companies in the client directory.
- Created over 300 company profiles and maintained a record of all the changes.
- Performed thorough editing and proofreading of published content, improving overall content quality and consistency.
- Collaborated with a cross-functional team to streamline the approval process of company profiles.