

Self motivated Senior Marketing and Business Development Executive with more than **5 years** of experience working in top ed-tech companies in the market. Result driven professional with passion to build customer relationships, deliver sales record and to go beyond expectations. In a mission to match great products with right customers to build the business and grow as a professional

WORK EXPERIENCE

Business Development Executive Extramarks Education

06/2019 - 05/2020

Achievements/Tasks

- Communicating new product offerings to prospective clients
- Communication with new and existing clients, driving of new opportunities and business leads
- Building and maintaining relationships across all levels
- Achievement of monthly & quarterly renewal targets by close monitoring of key numbers including queries, follow ups, lead generation

Senior Business Development Executive Vedantu Innovations

06/2020 - Present

Chennai

Achievements/Tasks

- Achieved daily target consistently with good proposal to deal conversion ratio
- Managing and guiding junior sales executives to achieve their target
- Received 7 times best performer award for exceeding the expectations
- Negotiated and closed deals with high valued courses and courses with recurring subscription model
- Handling of lead generation from various campaigns and positioning of them appropriately
- Planned and organised customer demos effectively
- Representative of the Product development team on providing valuable user community feedback and beta testing
- Maintained Customer 360* accurately to help pitch the right products to the customer even for future
- Implementing new sales strategies and help contributing to it
- Star Performer in the region by consistent target achievement and the ability to handle complex customers

EDUCATION

EEE Rajalakshmi College of Engineering (Affl. Anna University)

2015 - 2019

70%

SKILLS

Marketing

Sales Management

Demo Presentation

Communication

CRM Management

Customer Retention

Relationship Building

Team Management

Sale Closure

MS Excel

MS Powerpoint

PROFESSIONAL DEVELOPMENT

Attended workshops on Six-Sigma Techniques

Attended seminar on entrepreneurship and business development

Participated visits in various top companies such as NLC, Ashok Leyland, PHI as part of academic and professional development initiatives

ACCOMPLISHMENTS

Consistent top performer by exceeding the sales target more frequently

-

Received various appreciations for closing tough deals

-

Stand out performer in the designated language region

-

Lead various department symposium events to success

-

LANGUAGES

Tamil

Native or Bilingual Proficiency

English

Full Professional Proficiency

INTERESTS

Photography

Music

Badminton