

RAJESH S

Regional Sales Manager

CONTACT

rajeshs.beece@outlook.com 
+91 8825475461 
Chennai, TAMIL NADU 

EDUCATION

Bachelor of
Engineering
Madras University
1994 - 1998
Chennai, TAMIL NADU

CERTIFICATIONS

Certification in Digital Marketing
Google Ads Certification
Google Ads Video Certification
Google Ads App certification

PERSONAL INFORMATION

Date of Birth : 14th April 1977.
Marital Status : Married.
Address for Communication :
Medavakkam, Chennai - 600100.

CAREER OBJECTIVE

Devoted and organized individual with 10+ years of experience in analyzing marketing and promotional activities and soliciting new client relationships with aim of increasing sales effectiveness. Accomplished at creative development, website operations, digital platform management and collaborating effectively with stakeholders, vendors and clients.

WORK EXPERIENCE

Freelancer - Digital Marketing

Freelancer - Digital Marketing
Aug 2020 - current / Chennai

- During this period, successfully finished Digital Marketing Certification course with 90 days of temporary job project from Panasonic.
- Grown new site for my undertaking and began doing outsourcing projects for my nearby contacts
- Managed the making of the blog for SEO purposes which developed from single to multiple guests.
- Dealt with abilities like SEO, running face book ads, Email marketing, Content marketing, Onpage Optimization A/B testing, Blog composing and so on

Regional Sales Manager

Align Associates

Nov 2019 - August 2020 / Chennai

- Set up in 2003, Align Associate is a new age holistic business advisory firm offering comprehensive services ranging from designing strategies, streamlining operations, audit monitoring formulating MIS & implementation
- Managed a team of 3 full-time marketing associates
- Launched an SEO campaign that targeted high volume and long-tail keywords that generated 10,000 unique visitors and 150 customers each month
- Took care of various Software products like CRM, Project Management tools, Facility Management Software for ventures like Architects, Manufacturing, Lifts support
- Worked with clients on the area of digital marketing, product management, user experience and strategies to improve customer acquisition, conversion and retention rates
- Identify and contact potential customers for new business opportunities

- Prepare sales contracts, proposals and reports for management and customers
- Develop sales presentations for board of directors and customers

Regional Sales Manager

Akrivia Automation Private Limited

Apr 2017 - Oct 2019 / Chennai

- Monitored costs, competition, and trends, adjusting sales prices to maintain a 20% net profit margin
- Established annual sales budget and projected expected sales volume and profit for existing and new accounts while reducing expenditure by 12%
- Exceeded growth targets every quarter by 24% on average
- Oversaw a team of 5 full-time marketers and 3 paid contractors

Sales Manager

USAM Group

May 2009 - Apr 2017 / Chennai

- Established a sales strategy for all major customers and prospects, developing positive relationships with 15 key customers
- Built a profitable pipeline through direct outreach and the use of marketing and business development training for sales associates, improving associate approval rating by 17%
- Landed 56 new customers over the course of 2 years while improving customer retention by 13%
- Established annual sales budget and projected expected sales volume and profit for existing and new accounts while reducing expenditure by 12%
- Coordinated all outreach and community events in order to develop a thriving group of supporters
- Trained and oversaw development of a 25-member sales team by promoting devoted and results driven processes
- Dealt with Software products like ERP Solution, Document Management software, HR&Payroll software, CRM software for the targeted crowd like manufacturing, Hospitals, Engineering, Architects, etc. ERP Solutions were primarily focused for medical care and education sectors.
- Proposed engagement plans, manage price negotiations and program manage engagements to maturity
- Worked with product development team to imbibe specific client customization requests and participated in roll outs of the solution

Asst. manager sales

eLogistics Private Limited

Dec 2004 - Mar 2009

- Identified revenue, collection, and activity goals and compared past and projected revenues to marketing goals, increasing year-to-year revenue goals by 10%

- Cultivated relationships with potential customers, identifying needs and goals, and providing follow-up assistance, gaining excellent feedback on 98% of customer reviews

Sr.Customer support

Reliance Infocomm

Feb 2001 - Nov 2004

- Resolved customer call complaints in a timely manner, reducing the likelihood of negative reviews by 60%.
- Established thorough knowledge of protocols so customer inquiries could be answered efficiently, reducing customer wait times by 5+ minutes.

Customer support executive

Wipro Limited

Jan 1999 - Feb 2001

- Handled customer questions efficiently, resolving issues promptly and reducing the need for supervisor assistance by 15%.
- Maintained a professional, friendly, understanding demeanor with customers at all times, receiving 100+ positive customer reviews.