

# BALA VIGNESH

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Coimbatore 

## SUMMARY

Strategic B2B Sales and Client Success professional with 5+ years of experience across SaaS, IT Services, EdTech, and Digital Marketing. Proven record in lead generation, CRM-driven sales cycles, and client engagement for global markets. Skilled in Microsoft-based solutions, Salesforce, and HubSpot. Looking to join a fast-growing tech company where I can apply my consultative selling skills, drive B2B growth, and build scalable client success systems.

## EDUCATION

### SRM University

Master's in Business Administration  
2017 - 2019

### St. Joseph's college of engineering.

Bachelor's Degree in Instrumentation Engineering  
2012 - 2016

### High School

Sri rengha educational institution - XII  
2011 to 2012  
Scism Matriculation Higher secondary school - X  
2009 - 2010

## SKILLS

- Sales & Business Development:** B2B Sales, SaaS Sales, Lead Generation, Cold Calling, Consultative Selling
- CRM & Outreach:** HubSpot, Zoho CRM, Salesforce, Apollo, LinkedIn Sales Navigator, Mailchimp
- Client Engagement:** Account Management, Client Retention, Cross-functional Collaboration
- Data & Analytics:** Power BI, SQL, Tableau, Python, Market Research
- Productivity Tools:** Zoho Bigin, Notion, Microsoft Office, Google Workspace
- Communication & Presentation:** Pitch Deck Creation, Technical Proposal Writing, Client Demos, Business Emails

## CERTIFICATIONS

- Become a Data Analyst** – Power BI, SQL, Tableau, Python (Udemy, 2025)
- Wireless Communication Research Paper** – SRM University
- Industrial Internship** – Reliance Industries (2019)
- Bazaar Event Contributions**: Creative promotions, effective contributions.
- Dump-C & B2C Recognition**: Notable performance accolades.

## PROFESSIONAL EXPERIENCE

### Business Development Manager -Project Consultant

Dotstark Technologies - (July2023 - present)

(Multiple Clients: NISAU, Infinity Notions, Peregrine Tours and First Source Laboratory Solutions)

- Led outbound sales and cold email campaigns for Microsoft-based digital solutions, targeting global SMBs and startups.
- Supported CRM operations, lead workflows, and prospect scoring using Apollo, Zoho Bigin, and LinkedIn Navigator.
- Delivered qualified B2B leads and drove consultative sales across industries like EdTech, Travel, and SaaS through tailored outreach.

### Senior Retail Business Associate

Amazon - (December2021 - june2023)

- Managed Operations: Oversaw business operations for the US and Canada, ensuring smooth coordination among customers, vendors, and warehouse teams.
- Led Automation Initiatives: Implemented automation projects to correct barcodes and optimize inventory management, improving accuracy and efficiency.
- Enhanced PDPs: Improved product detail pages to boost sales and customer engagement, contributing to better overall performance.

### Senior Product Consultant(B2B sales)

Skill Lync - (February2021 - December2021)

- Boosted Sales: Increased conversions by aligning customer needs with Skill-Lync's solutions and exceeding sales targets.
- Enhanced Product Offerings: Provided feedback to improve courses based on market research and client insights.
- Strengthened Client Relationships: Built strong client relationships and improved satisfaction through consultative selling.

### Business Development Executive(B2B / SAAS)

Sniper Systems and Solutions PVT LTD - (April2019 - January2021)

- Market Expansion: Drove revenue growth by acquiring key clients and building strategic partnerships across target markets.
- Sales Strategy Optimization: Improved sales pipeline and conversion rates through innovative strategies and market trend analysis.
- Client Relationship Management: Nurtured long-term client relationships, ensuring high satisfaction and retention through consistent communication and value delivery.