

REEMA SHERIFF

BUSINESS DEVELOPMENT EXECUTIVE

CONTACT

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📍 Salem, Tamil Nadu

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION

Vivekanandha College of Arts and Sciences for Women
Percentage : 80%

HSC

Vivekanandha Vidhya Bhavan
Percentage : 88 %

MANAGEMENTSKILLS

- Effective leadership
- organisational and excellent interpersonal communication skills
- Lead generation
- Lead Management
- Customer Relationship Management
- Inbound & Outbound calls

TECHNICAL SKILLS

- CRM Software
- Excel
- Power BI
- word

LANGUAGES

- Tamil -Read,write,speak
- English -Read,write,speak
- Hindi -speak
- Urdu -speak

PROFILE SUMMARY

Proactive and target-oriented Business Development Executive with 2 years of hands-on experience across two reputed firms. Adept at handling inbound/outbound sales, managing B2B portals like IndiaMART, and using CRMs for seamless lead tracking and conversion. Proven track record in turning leads into long-term customers while supporting digital marketing teams to enhance conversion rates.

WORK EXPERIENCE

EUROAQUA PLUMTEK PVT LTD

JUNE 2024 - JULY 2025

Business Development Executive

- Handled IndiaMART inquiries, buyleads, and account maintenance for consistent lead generation.
- Managed inbound/outbound sales calls to qualify leads and pitch solutions.
- Used CRMs like Bitrix24, and Zoho to track leads and follow-ups.
- Worked occasionally on ExportersIndia and TradeIndia for B2B leads.
- Created quotations, processed sales orders, and ensured timely delivery.
- Followed up with leads/customers for relationship building and post-sale support.
- Coordinated with the digital marketing team by following up on leads through email and providing feedback on lead quality and conversion potential.
- Managed customer complaints and supported the customer care department.
- Handled social media posters ,queries and coordination.

Qualfis Foodz Private Limited

Junior Business Development Executive June2023 - May2024

- Managed and responded to IndiaMART inquiries, handled buyleads, and maintained platform performance to ensure a steady lead pipeline.
- Utilized CRMs like SalesNayak to update leads, monitor follow-ups, and track customer journeys.
- Regularly followed up with leads and existing customers to maintain strong relationships and support post-sale engagement.
- Successfully converted prospects into long-term clients through effective communication and service excellence.



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