

A. Yathumadhav

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Professional Summary

A results-oriented professional with diverse experience in customer engagement, technical support, and digital marketing. Proven ability to communicate effectively with clients, analyse market trends using SEO tools, and drive customer satisfaction. Seeking a challenging role as a Business Development Executive to leverage my strong interpersonal and analytical skills in identifying new business opportunities, building client relationships, and contributing to organizational growth.

Core Competencies

- **Business Development:** Client Acquisition, Relationship Management, Market Research
 - **Sales & Support:** Telesales, Customer Support, Voice Process Executive
 - **Digital Market Analysis:** Keyword Research, Competitor Analysis (Semrush, Ahrefs, Google Search Console)
 - **Technical Skills:** MS Excel, On-Page & Off-Page SEO Strategies
 - **Personal Strengths:** Hardworking, Quick Learner, Self-Confident, Effective Communicator
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Professional Experience

SEO Analyst Intern | PG Softwares | Mid July 2025 - Sep 2025

- Conducted in-depth **keyword research and competitor analysis** to identify new market opportunities and high-value targets, forming a foundation for strategic business planning.
- Optimized website content and structure to enhance online visibility and lead generation potential.

Voice Process Executive | Airlift Trans Pacific | June 2024 - April 2025

- Managed inbound/outbound customer communications, honing skills in **tele-sales, client handling, and resolving queries** effectively.
- Developed strong verbal communication and persuasion skills essential for business development.

Proprietor | Akash Catering Services | Aug 2016 - April 2024

- Spearheaded all aspects of business operations, including **client acquisition, negotiation, and end-to-end service delivery**.
- Built and maintained strong customer relationships, ensuring repeat business and positive word-of-mouth.

Customer Support Executive | Power Soft Systems & Services | July 2014 - July 2016

- Provided technical support and resolved client issues, fostering customer retention and loyalty.
- Gained foundational experience in understanding and addressing client needs.

Education

- **B.E. in Electronics & Communication** - Ramakrishna Engineering College, Coimbatore (2014) - 60%
- **Diploma in Electronics & Communication** - Ramakrishna Polytechnic College, Coimbatore (2010) - 75%
- **S.S.L.C.** - Vidhya Vikasini Matriculation HSC, Coimbatore (2007) - 65%

Personal Details

- **Date of Birth:** 10th May 1991
 - **Languages Known:** English, Tamil
 - **Location:** Coimbatore
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