

*Dynamic sales professional with extensive experience of 5+ years in B2B and B2C markets across the US, Middle East and UK. Proven track record in driving revenue growth, building strategic client relationships, and navigating diverse markets to achieve business objectives.*

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## PROFESSIONAL EXPERIENCE

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### Native Teams

#### Sales Development Representative

10/2024 to 4/2025

- Closed 27% of qualified leads, generating \$36K in annual recurring revenue in APAC, EMEA market by creating custom cold email campaigns and using video messages as part of multi-touch outreach.
- Increased pipeline volume by 40% by testing AI tools and integrating short videos into cold emailing and cold calling strategies.
- Accelerated lead research and outreach by 35% using LinkedIn Sales Navigator, Apollo, and ZoomInfo, enabling faster cold call preparation and targeted email follow-ups.
- Boosted booked sales meetings by 25% by adapting cold calling and cold email outreach based on role, industry, and company size.
- Reduced sales cycle time by using data from HubSpot and Apollo to prioritize follow-ups in cold email and call sequences.
- Revived interest from staffing firms by using cold calls and direct email questions focused on hiring needs, offering relevant EOR options.

### ProdEx Technologies(eGrabber)

12/2023 to 05/2024

#### Business Development Manager

- Researched and analyzed the market to identify and evaluate potential customers in the US market.
- Reached out to prospects through outbound calls, email campaigns, and social media to build interest and maintain communication.
- Delivered product demonstrations to qualified leads based on their specific needs.
- Helped prepare and manage sales contracts from agreement to execution.
- Met 100% of the quarterly target by closing deals totaling \$21,000.

### Skill-Lync

12/2021 to 6/2023

#### Inside Sales Specialist

- Established a streamlined approach for achieving successful outcomes in cold calling and securing strong closure in the EMEA market.
- Consistently achieved daily and weekly sales targets, driving sustained organizational growth.
- Accomplished, assigned goals leading to incentives.
- Handled end-to-end sales processes, from realization to collecting referrals.
- Ensured product adoption and client satisfaction for B2B and B2C.
- Assisted colleagues and new joiners in ramping up faster by supporting initial product demos, account planning, outreach, and sales closures.

### Byjus (Think and Learn pvt ltd)

12/2020 to 12/2021

#### Business Development Associate

- Responsible for selling educational courses to parents with kids in Classes KG-12th reached out to parents through call and personal.
- Meetings to educate them on the product and also handled posts.
- Sale documentation processes: preparing and submitting weekly.

### Santha Builtech

07/2018 to 03/2020

#### Sales and Service Engineer

- Delivered dwelling units and post-sales services.
- I took a walk through plots and sites for the clients as a part of the pre-sales procedure.

- Managed resources on behalf of the client's requirements.

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## EDUCATION

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**Jeppiar Mamallan Engineering College- 04/2016 Bachelor's of Engineering (Civil)**

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## SKILLS

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**Technical Skills:** MS Office, Excel, PPT, WordPress, Google Sheets, Sales Navigator & CRM (Hubspot),

**Soft Skills:** Lead Generation, Cold Calling, Business Development, New Logo Acquisition, Business Growth Strategies, Competitive Analysis, Sales Funnel Management, B2B, B2C, Saas, Sales Strategy Development, International Sales, Sales Performance Analysis, Trend analysis, Problem-solving, Communication, Business Relationship Management, Customer Retention, Team Leadership, Teamwork, Stakeholder Management, Strategic Partnerships, Negotiation and Closing, Account Management, Product Launches, Campaign Management, Digital Marketing, SEO/SEM, ROI Analysis, KPIs and Metrics Tracking, Consultative Selling, Solution Selling, Challenger and SPIN Selling.