

Shridevi Jamadagni

Sales and Marketing Professional



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A dedicated and enthusiastic business sales and project manager specializing in sales strategies and customer relationship management. Committed to developing and implementing innovative solutions to meet business objectives and sales targets. Possesses excellent interpersonal and communication skills and the ability to meet deadlines and objectives through a logical and analytic approach to problem solving. Passionate about building strong client relationships to maintain and develop company brand. Enjoys being part of, as well as leading, a successful team and thrives in highly challenging working environments.



EXPERIENCE

Customer Relations Manager - Global Sales and Marketing

CIK Telecom Inc., Toronto

2011-08-01 - 2015-01-01

- Supervised a team of 15 multi-lingual customer service & sales representatives in a busy call-centre environment providing B2B and B2C phone/online support
- Oversaw the recruitment and training of qualified staff, and providing individual coaching and development for on-site and off-shore teams
- Motivated staff to exceed monthly sales targets through leading by example
- Identified improvement opportunities for staff performance and product marketing, through sales and quality assurance analysis and reporting, lead generation activities and sales campaigns
- Managed customer escalations to ensure proper issues resolution, customer satisfaction and retention
- Analyzing contract cancellations to develop customer service strategies & incentives to improve customer retention rates

Accomplishments:

- Assisted with the development and implementation of effective business strategies for expansion into multi-ethnic consumer markets
- Conceptualized and helped launch the Diwali special marketing campaign which led to a 20% increase in sales
- Incorporated key feedback from customers to develop and implement special offers, such as long distant calling promotions, resulting in an improvement of customer retention rates from 15% to 40%
- Planned and helped execute the annual BBQ event which helped increase brand exposure, sales and existing customer relationship
- Coordinated with the marketing manager to improve online presence on Facebook, Twitter, RedFlags etc
- Provided Project Coordination for Technical Manager during the transition to a new PBX system, prepared presentations, training and documentation

800%

+ growth in Sales between
2012-2014 as sales
manager

40%

increment in Customer
Retention between 2013-
2014 as Customer
Relationship manager

250%

+ in Brand awareness index
between 2013-14 as
Marketing coordinator

15

Direct reports globally

Information and Communications Technology Associate

Bell Canada, Mississauga

2011-01-01 - 2011-08-01

- Developed and programmed applications in collaboration with team members to automate tasks for other departments using JSP, Hibernate and Spring framework
- Performed data retrieval and analysis using MySQL to support research and market analysis projects, collecting sales data and customer feedback information
- Researched new technologies to help make purchasing decisions



SKILLS

Management

- Product life cycle management
- CRM strategies
- Customer acquisition and retention
- Team building, training and leadership

I.T Skills

- Microsoft Excel, Word, PowerPoint
- Asana - Project Management
- HTML
- SQL
- Adobe Photoshop
- Adobe InDesign

Sales and Marketing

- Sales, Customer Service and Product Marketing
- Cross selling and up selling strategies
- Data Analysis and Reporting (mainly using Excel)
- CRM strategies
- Social Media Marketing



AWARDS

Customer Championship Award

2013-01-01, CIK Telecom

Awarded for best performance for sales target



EDUCATION

Bachelor of Engineering, *Computer Science*

2010

Vishweshwaraiah Technological University, Belgaum, India



LANGUAGES

English

Native speaker

Hindi

Native speaker

French

Beginner