

# KAVYA SELVARAJ

Chennai | priya.manickam12@example.com | 555-0147

## PROFESSIONAL SUMMARY

Lucrative Sales professional with deep expertise in CRM and Lead Generation.

## TECHNICAL SKILLS

CRM, Lead Generation, Closing, B2B Sales, Cold Calling, Negotiation

## PROFESSIONAL EXPERIENCE

### **Business Development Manager**

*Krishnan Enterprises* | 2020 - 2023

- Exceeded quarterly sales targets by 505% consistently leveraging CRM.
- Expanded market territory by 357% through aggressive Lead Generation strategies.
- Managed a portfolio of 557 key accounts, ensuring high retention.

### **Business Development Manager**

*Subramanian Systems* | 2015 - 2018

- Expanded market territory by 312% through aggressive CRM strategies.
- Exceeded quarterly sales targets by 849% consistently leveraging Cold Calling.
- Managed a portfolio of 57 key accounts, ensuring high retention.
- Negotiated contracts with C-level executives for B2B Sales solutions.

## EDUCATION

### **B.S. in Sales**

Annamalai University, Graduated 2011