

# DEEPA LAKSHMANAN

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## PROFESSIONAL SUMMARY

Highly motivated Sales expert with a strong background in CRM and Account Management.

## TECHNICAL SKILLS

Account Management, CRM, Closing, B2B Sales, Cold Calling, Presentation

## PROFESSIONAL EXPERIENCE

### Business Development Manager

*Arumugam Enterprises | 2022 - 2023*

- Generated \$690k in new revenue through strategic prospecting and Account Management.
- Exceeded quarterly sales targets by 848% consistently leveraging CRM.
- Expanded market territory by 754% through aggressive Cold Calling strategies.

### Sales Representative

*Thangavel Corp | 2018 - 2019*

- Exceeded quarterly sales targets by 350% consistently leveraging Cold Calling.
- Managed a portfolio of 300 key accounts, ensuring high retention.
- Expanded market territory by 667% through aggressive CRM strategies.

## EDUCATION

### B.S. in Sales

Anna University, Graduated 2015