

SITAKUNZ

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SALES & MARKETING SYNOPSIS



Passionately Marketing & Selling of Advance Analytics, Cloud ERP & CRM solutions for 10+ Years. Currently Managing Large Size Corporate Accounts, Partner & Alliance, Demand Generation, Marketing & Communication.

10 YEAR SUMMARY



- ❖ Performance-driven Accounts Management by cementing new client relationships, stimulating new business and strategically securing our corporate accounts in highly competitive sectors across Geographies.
- ❖ Expanded and managed professional relationships with key decision makers with an emphasis on optimizing sales and customer satisfaction in a highly competitive market place.
- ❖ Provided turnkey solutions along with cost saving initiatives that enabled customers and qualified prospects from diverse industries to maximize their efficiencies.
- ❖ Managed, trained and developed up to 16 sales team, who became the core Profit Centre team. Later this small team started executing result driven Business Strategies.
- ❖ Recognized with a quarterly award for motivating continuously to find new opportunities through prospecting and cold calling.
- ❖ Championed a multi-partner customer marketing strategy and expanded geographical coverage. Which later grew in sales by 30% in a year while leveraging the partner's balance sheet.
- ❖ Handled all warm leads and successfully turned 75% of leads into active accounts.
- ❖ Defined the partner global alliances approach and established strategic partnerships to expand coverage across 3 Regions (Singapore, India & Dubai) enabling 10% volume increase in short span of 8 months.
- ❖ Extremely energetic and a natural team leader with exceptional management skills to bring new ideas and concepts with fantastic interpersonal skills
- ❖ Always focus on corporate set parameters & business directives.
- ❖ Have taken multiple Initiative in deriving and organising new proven process within my team and the same is set as standards later across other projects/departments
- ❖ Got promoted for my performance in managing the team & Demand Generation in year 2011
- ❖ Created sales growth strategy through strong, consistent follow-up, account servicing, and quick response to client needs.
- ❖ Generated marketing strategy and executed rollout plan for new products
- ❖ Helped maintain and create client relations in person, over the phone, and by email

SKILL SUMMARY



- Social Selling
- Presales
- Data Analytics
- GTM Planning and Execution
- Salesforce CRM
- Strategic Marketing
- Reports & dashboards
- Research & Market Analysis
- Predictive Analytics
- Executive Presentations
- Client Relationship
- Statistics & Analysis

PROFESSIONAL EXPERIENCE



Presales Functional Consultant -SF@ 3P Business Applications

Oct 2017 » Present

RESPONSIBILITIES:

- Handled both segments Large > 1000 and <1000 Small employee Organizations to Optimize their use of Salesforce.
- By understanding unique business requirements of clients created solution specific demo-org took full advantage of Salesforce capabilities.
- Gathered requirements and prepared requirement documents and technical design documents to meet the business rules.
- Prepared High-Level design and technical design documents with gap analysis of requirements with upstream and downstream teams to ensure accuracy in designs.
- Worked on fitment analysis for categorization of all requirements according to complexity and implementation feasibility in Salesforce platform.
- Configured the Clients Specification and Requirements in the Salesforce platform.
- Provided Advice to clients on 3rd Party AppExchange Tools and created Validation Rules, workflow rules, time triggered tasks, email alerts, filed updates to implement business logic.

VOLUNTARIED RESPONSIBILITIES:

- Volunteer myself to sign a contract with a Third-Party vendor (RESCO) to bundle the solution on top of Salesforce for Offline field sales/service.
- Supported the Implementation on security and sharing rules at object, field, and record level and created roles for Support agents and managers. Created various profiles and configured permissions for the business users according to the organizational hierarchy.
- Collaboratory worked with Quality and Process Team to enhance Presales process with industry standard along best practices and formulated to build demo specific Org for presales team which later become the base to present any solution to our customers on the fly. Also created cloud based salesforce login for trial version for the prospects to play with the solution to understand the user-friendly aspect of salesforce.

RESPONSIBILITIES:

- Identified ways to analyse our Global Industry market and provided research decisional reports which later won many deals for my Corporate Accounts Team
- We push the demand generation team to understand the customer domain and Position the solution vide WebEx with client decision maker to get quicker buy-ins
- Weekly Industry specific campaign through various social media channels was executed and increased our sales pipeline generation by 30%
- Transformed my company portal to more customer centric portal by using our IT team to integrate with **Pardot** Marketing Automation Tool.
- Demonstrated success by building good client relationships with Senior management and the Partner Community.
- Initiated the idea to deploy hoardings in main Airport terminals about my company and steered this initiative to attract many prospective which later turned to customers
- In Addition to my current role, built and created High energy, self-motivated team and synergized them with training to think outside of the box
- Consistently motivated sales team and worked closely with executives to create incentive plans
- Created a team lead manual capturing key sales process & best practices to help improve the success of the sales team with proper sales techniques
- Overall most appointments made in February and consistently ranked top 3 team lead for the entire company with offices in 3 different states
- Raised customer satisfaction by 19% within 60 days, exceeding client target
- In whole, I am accustomed to work in a fast-paced challenging environments with my ability to quickly think and succeed with my vast multifaced 10+ years of exposure.

TEAM LEAD AT RAMCO SYSTEMS LTD, INDIA

JUN 2006 » JUL 2013

RESPONSIBILITIES:

- Created & built the core 20+ member team from scratch to generate high volume sales for Ramco Cloud ERP, which in 5 quarters resulted in 100 + client growth. Later I was moved to another account to build another team with same Strategy where I build 40+ Team for HCM and Aviation.
- Identified Business Industry trends to enable my team to create revenue growth contents (PPTs, Mailers, Banners, Newsletters Weekly Mailers)
- Took initiative to involve in the Digital Transformation and automating of our Ramco OnDemand products vide Web Forms, Videos, Slide Share, Back Slashing.
- Involved with stakeholders for aligning marketing solutions and later integrated with our “GO TO MARKET STRATEGY”
- Seeing my unique skills, I was sponsored by my office to represent the “COMMERCE INDUSTRY TREND FORUM” conducted at Trade Centre, Chennai on March 2011 where I spoke about Ramco OnDemand Product modules which converted 8 new clients in a single quarter.

ADDITIONAL RESPONSIBILITIES:

- Plan, Recruit, Train, Delegate tasks and assist and later monitor the progress against task and managed all in-house and vendor marketing executives for demand generation through various campaigns (Mailers, Google campaigns, Cold Calls etc) and events.

- Have managed and monitored multiple campaign Projects (Full cycle from scratch to GO-LIVE).
- Planned and initiated Google Search Engine optimisation (SEO) for our OnDemand ERP product, which brought in huge revenue for 2nd and 3rd Qtr.
- Setting up individual and team targets to meet business targets & Objectives
- Regular follow-ups with the regional sales managers for lead status and feedback and cross check with the client on the same.
- Close coordination with outsourced vendors for lead generation activities (lead the training team to meet our requirements, analysing their call reports etc)
- Obtain competition information and Maintain MIS of Marketing and Sales
- Planned and have implemented many result driven campaigns with 40%+ ROI
- Ensure that there are continuous improvements / developments in the process as required.
- Studying, analysing, presenting and reporting the team performance to the senior management.
- Documenting and updating demand generation processes.
- Conduct Interactive Systematic Team Review meets to close critical action item on regular follow-up.

Voluntary Responsibilities:

- Have willingly involved in Boosting the Sale of our existing CRM by providing innovative Functional & Technical feature for enhancements.
- Passionately involved in innovative PPT presentation on the process and business flow of the Marketing structure to the team
- When there were critical requirement for closing an order or for organising an event outside Chennai, I have taken travelled to help my management.
- Initiated, planned and conducted SME Campaign at Ambattur and we were able to sign contract with three major clients

ACADEMIC QUALIFICATION



- ❖ MBA Banking & Finance Alagappa University 2010
- ❖ B.Sc Chemistry Women's Christian College 2000

CREDENTIALS & CERTIFICATIONS



- ❖ Ramco ERP Oncloud Product Demo
- ❖ Ramco EDK & PDK Training to Partners
- ❖ HubSpot Certifications
 - ❖ Inbound Marketing
 - ❖ Email Marketing
 - ❖ Sales

AWARDS & RECOGNITIONS



- ❖ Best Customer Relationship Award - 2012
- ❖ Highest Sales Award - 2006
- ❖ Performance Award - 2010

SOFTWARE & TOOLS SKILLS



- ❖ Operating System : Windows & Office
- ❖ Technical: Oracle SQL / PL SQL
 - ❖ HTML5 & JavaScript
 - ❖ Photoshop CS6
 - ❖ Reveal JS
- ❖ CRM : Salesforce Admin 201 Certified

PERSONAL DETAILS



- ❖ Date of Birth : 01-01-1978
- ❖ Nationality : Indian
 - ❖ Visa :EO226 renewed every three years.
- ❖ Permanent Address : #2414 The Linear Tower One Building, Filinvest, Mayapis St,
St. San Antonio Village, Makati City, Zip 1203.