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| S I T A K U N Z | | |
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[www.samuelrajkumar.com/sita](http://www.samuelrajkumar.com/sita)

SALES & MARKETING SYNOPSIS

**Decorative-Line-3**

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

1. YEAR SUMMARY

**Decorative-Line-3**

* 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 (Middle east, Singapore and India) enabling 10% volume increase in short span of 8 months.

bullet1 Extremely energetic and a natural team leader with exceptional management skills to bring new ideas and concepts with fantastic interpersonal skills

bullet1 Always focus on corporate set parameters & business directives.

bullet1 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

**Decorative-Line-3**

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| * Sales Force Admin 201 | * Lead Management | * Image Branding |
| * Competitive Analysis | * Strategic Marketing | * Executive Presentations |
| * Event Management | * Strategic Planning | * Client Relationship Mgt |
| * GTM Planning and Execution | * Proposal Preparation | * Partner and Account Mgt |

PROFESSIONAL EXPERIENCE

**Decorative-Line-3**

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| **Team Manager – Sales & Marketing @ BAHWAN CYBERTEK LTD** | **AUG 2013 » TILL DATE** |

**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.

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| **TEAM LEAD AT RAMCO SYSTEMS LTD, CHENNAI** | **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

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| ACADEMIC QUALIFICATION | | CREDENTIALS & CERTIFICATIONS |
| **Decorative-Line-3** | | **Decorative-Line-3** |
| bullet1 MBA | Banking & Finance Alagappa University 2010 | bullet1 Ramco ERP Oncloud Product Demo |
| bullet1 B.Sc | Chemistry Women’s Christian College 2000 | * Ramco EDK & PDK Training |
|  |  | * HubSpot Certifications * Inbound Marketing * Email Marketing * Sales |

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| AWARDS & RECOGNITIONS | SOFTWARE & TOOLS SKILLS |
| **Decorative-Line-3** | **Decorative-Line-3** |
| bullet1 Best Customer Relationship Award - 2002 | bullet1 Operating System : Windows & Office |
| bullet1 Highest Sales Award - 2003. | bullet1 Technical : Oracle SQL / PL SQL |
| bullet1 Performance Award - 2010 | bullet1 CRM : Salesforce |

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| PERSONAL DETAILS | |  |
| **Decorative-Line-3** | |  |
| bullet1 Date of Birth | : 01-01-1978 | |
| bullet1 Nationality | : Indian | |
| bullet1 Permanent Address | : #58, Pillayar Koil st, Kanagam,Taramani, Chennai 600113 India | |