

SURYA PARASHURAMU

Sr.Sales & Marketing Executive(B2B2C)

971 -581318324

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GCC-Driving Licence---Qatar



CAREER OBJECTIVE

Over 2+years' experience in **Marketing & Sales (B2B2C)** in **GCC** & 10+ yrs. in India, with strong communications & Marketing technology skills. Work experience includes pro-active front end selling, corporate sales, building up relations with clients, alliance partners and setting up Strategic Sales Plan with clear action points, creating sales objectives and meeting targets.

I wish to consolidate upon my experience, which includes documentation as well as knowledge in computer environment, and I am looking for even more challenging and rewarding role, where I can utilize my skills and abilities that I have acquired throughout my career and reinforced academically.

EDUCATION

Bachelor in Management Studies, Mar 2013

XAVIER INSTITUTE OF MANAGEMENT STUDIES-HYD

Diploma in Marketing & Management

XAVIER INSTITUTE OF MANAGEMENT STUDIES-HYD

Relevant Coursework:

B2B Sales & Business development certified by UDEMY

Retail Management certified by UDEMY

PROFESSIONAL SKILLS

Revenue Generation

Market Growth expansion

B2B2C Lead generation

Multitask Management

Customer Management

Competitor Analysis

Negotiation skills

PROFESSIONAL EXPERIENCE

ASTRA TECHNO SERVICES

As a Sr. Sales Executive--Feb-2021 to Nov-2021

Key Deliverables

- ✓ Exceed volume sales & Performance based goals.
- ✓ Acting as Frontline business Lead generator & Participates in joint sales calls with team.
- ✓ Manage a portfolio of companies for account retention & development.
- ✓ Developing relevant business plans with clearly defined strategies & objectives at the target segment.

DARWISH TRDING CO WLL--QATAR

As a Sales Executive (B2B2C) -- From March2020 to Jan 2021

- ✓ Spearheading a team of 14 merchandisers including 14+ hypermarketbranches; enhancing **HISENSE** product sales revenues. Enhanced growth by 50% in -2018-19yr and 80% in 2019-20yr
- ✓ Developing and managing joint strategies with channel partner like **Carrefour, Lulu, Ansar, Al Meera Saudia, Safari Hypermarkets & Local dealer network expansion to enhance market share.**
- ✓ Expanding market share by identifying new business opportunities in region & utilized every opportunity for cross selling.
- ✓ Segmentation, Targeting, Positioning (STP) as per Channels.
- ✓ Responsible for setting up annual/quarterly targets and monthly budgets as per region.
- ✓ Set up Strategic sales plans with clear action points to achieve sales objectives.
- ✓ Visiting branches and conducting meeting with team at regular intervals

As a After sales Coordinator- From May-2018 to Jan 2021

- ✓ Sales Order Processing & Coordinate between other departments like logistics, services & Maintenance teams to provide quality services with the clients.
- ✓ Providing first line customer support by answering queries, Mails and resolving their issues.
- ✓ Prepare monthly sales report and evaluation, MIS Report Generation, Sales Return Processing.

ASTRA TECHNO SERVICES

Project Supervisor- Nov-2016 to Nov 2017

- ✓ Handling a team of 24 people at Work place (engineers, supervisor, labour)
- ✓ Stock Management, Safety Management & Labour Management, Daily MIS
- ✓ Work with all levels of Joint Leader, Handling complaints .(from both staff and client)
- ✓ Coordinate with customers and assist them in finding the right supply to meet their specific requirement & Lead the team's problem solving and continuous improvement activities.

AXIS BANK LTD

Max life Insurance Co Ltd.

As a Asst Sales Manager (Banc assurance)

Jan 2012 To OCT 2016 date, Hyderabad

- ✓ Meeting Priority Bank customers for Life insurance products & Convert into business.
- ✓ Work closely with branch Relationship Managers, sales and Operation team for revenue generation.
- ✓ Manage the branch sales portfolio, promotions and campaigns
- ✓ Strengthen the relationships with customers by providing excellent customer service
- ✓ Supporting Bank by cross selling other bank product like **CASA, CC, SIP, MF, GI.**
- ✓ Getting more clients from references and achieving the given target month on month.

UNION BANK OF INDIA LTD

Star Union Dai-ichi Life Insurance Co. Ltd.

As a Asst Sales Manager

Sep 2010 -Dec 2011

ING VYSYA BANK LTD

ING Life Insurance Co. Ltd.,

As a Financial Planning Consultant

July 2008-Aug 2010

INDUSIND BANK LTD

As a Marketing Executive

Dec 2005-May 2008

Personal Profile

Language Known: English, Hindi

Date of Birth: 15/08/1974

Nationality: Indian

Marital status: Married

<http://spramu266556151>

Skype id: spramu2

Achievement's

Winner of **TOURCH BARER** award

Winner of consistence **PERSISTENCY** award

ING Prestige's **HONORS CLUB** award at (AMSTERDAM)

ING **GRAND SLAM** award winner at (DUBAI)

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