



Shruthy Thangavelu

Sales & Marketing Co-ordinator/ Key Account Manager

PROFESSIONAL SUMMARY

Conscientious, meticulous individual with an outstanding background in providing proficient Sales & Marketing Assistance with Human Resources support in a multitude of capacities. An individual with success in supporting business development, sales and promotion with HR Staffing and Recruitment activities of the company.

- Utilized my multiple language fluency for nationwide up sales, customer Service, Territory Management, and Client Relationship.
- A Product sourcing coordinator with Prospecting Skills, Negotiation, Product Knowledge, Presentation Skills, Meeting Sales Goals, Motivation for Sales.

Presently looking for a suitable position with a reputable and forward-looking company.

WORK EXPERIENCE

Emerald Jewel Industry India Limited.

Project: Reliance Jewels & Tanishq Jewellery (TATA)

Sales and Marketing Co-ordinator

(May 2017 – Present)

- Identifying, qualifying, and securing business opportunities. Coordinating Business generation activities, developing customised targeted sales strategies.
- Performing cost benefit analysis of existing and potential customers.
- Understanding client needs and offering solutions and support, answering potential client queries and follow up, responding to client requests for proposals.
- Creating informative presentations; presenting and delivering information to potential clients at client meetings, industry exhibits, trade shows, and conferences.
- Creating and maintaining database of prospective clients, Sales force, CRM and marketing.
- Identify trends and determine system improvements to achieve marketing and sales operational goals.
- Up skilling down line members on the new product development and coordinate with the process.
- Preparation of cost sheet on a regular basis with the prevailing price fluctuations.
- Collaborating with management on sales goals, planning, and forecasting; maintaining short- and long-term business development plans.
- Maintain knowledge of all the product categories that are mostly preferred by the corporates and work on new developments and research.
- Planning and overseeing new marketing initiative.
- Generation of turnover discounts for the retail showrooms based on the new design patterns and current price.
- Daily preparation of stock and customer orders, due, & delivery reports.
- Regular monitoring of proto, sample orders, new design development and masterpiece development orders.
- Co-ordination of sales effort with various departments of production to deliver supreme quality, designs to customers on a regular basis.
- Develop sales strategies and approaches for various products, such as special promotions (clients and internal team), sponsored events, etc.
- Demonstrate products as deemed necessary by clients and management.
- Regular participation in client's new project launch and suggesting ideas according to prevailing market trends.
- Building business relationships with current and potential clients.

AREAS OF EXPERTISE

Sales

Marketing

Promotions

CRM

Key Account Management

Product Sourcing

Order Management

Excellent verbal communication

Staffing and recruitment

Event Management

CERTIFICATION

Staffing Management

Graphic and web designing

Forex & stock trading

Medical Transcription

PERSONAL SKILLS

Strong communication skills

Multitask

Negotiation

Target Driven

Flexible attitude

Time management

Determination

Perseverance

Attention to detail

Confidence

Team Player

Articulate

Proactive

LANGUAGES

Fluent in English

Fluent in Hindi & Urdu

Fluent in Kannada

Fluent in Tamil

Fluent in Telugu

Fluent in Tulu

Fluent in Malayalam

HOBBIES

Crafts

Cooking

Travelling

Dance

Travelling

Painting

INTERESTS

Sports

Pet Care

Art

Recycling

EXTRA-CURRICULAR ACTIVITIES

Participated in trade fair,
management fest

Participated in several
seminar on sales and
promotions

NPI development and
Training

PERSONAL

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m

Wurth Elecktronik India Pvt Ltd.

Business Development Manager, Promotional and HR Assistant (Apr 2015 – May 2017)

Responsibilities:

- Develop growth strategies and plans to achieve sales target.
- Managing and retaining relationship with existing client and increasing client base.
- Manage and supervise inside and external sales orders of the sales team to increase the sales.
- Maintain and expand database of prospects within assigned territory.
- Help determine pricing schedules for quotes, promotions, and negotiations.
- Routing qualified opportunities to the appropriate sales executives for the further development and closure. Made efforts to achieve short-term sales targets and improve goodwill of the organization.
- Analyse the choices and financial capacities of every customer and suggest suitable products.
- Responsible to close sales deals and achieve customer satisfaction.
- Lead and direct creative development for internal and external requests.
- Work alongside product development team to incorporate promotions after product is complete.
- Perform closely with Design hub to develop branding efforts related to station look.
- Performed internal and external recruitment methods and procedures such as analysing recruitment sources, utilizing human resources information systems, and provided advice and assistance in resolution to issues in recruiting and retaining a quality workforce.
- Determined most efficient means to identify a sufficient pool of job candidates to fill vacancies and meet personnel goals of customer organizations.

Finitas Pharma, Inc.,

Internal Sales Specialist

(Jan 2013 – Feb 2015)

Responsibilities:

- Partnered with the outside sales force to increase sales by responding to customer inquiries and recommending alternate products based on availability and specifications.
- Loading and Processing high number of sample order.
- Coordinated with production planning, product management and warehouse.
- Daily preparation of Stock reports and booking stocks from various manufacturing locations of the company.
- Proactively contacted customers following sales to ensure ongoing customer satisfaction and educate customers on all products with the goal to increase market. Share through cross-selling, up-selling and add-on sales.
- Requested regular forecasts from customers and communicate customer requirements to the Supply Chain Department as well as any unexpected increases or decreases in demand for products.
- Conducted various exhibitions and events for promotions and marketing new launches.

ACADEMIC QUALIFICATIONS

MMK and SDM College (2009-2012)

Bachelor's in Business administration – Honor graduate

International Business, Financial Services, Company Law, Advertising, Sales Management, Management Accounting, Marketing Management, Financial Management, Human Resource Management, Managerial Economics, Business Mathematics, Business Statistics, Commercial Law, India Economic Development, Small Business Management and Entrepreneurship.

VOLUNTEERING

- Served as a Dasara Volunteer in the year 2010
- Participated and the headed management and cultural fests at the administrative level
- Participated in India International Jewellery Show-IIJS.

REFERENCES AND PROJECT DETAILS - Shall be disclosed upon necessity/
requirement