

Ancy Poulose

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PROFILE

Results-driven Sales and Business Development professional with a strong track record in driving revenue growth, customer relationship management, and market expansion. Adept at leveraging market insights, sales strategies, and negotiation skills to maximize business opportunities. Seeking to transition into the FMCG industry to apply expertise in sales operations, distribution management, and consumer engagement.

SKILLS

- Sales Strategy & Business Development
- Distribution & Channel Sales Management
- Product Promotion & Brand Positioning
- Customer Relationship & Retention
- Market Research & Consumer Insights
- Negotiation & Persuasion Techniques
- CRM & Lead Management (Zoho, Salesforce)
- Data Analysis & Reporting (Microsoft Excel, Power BI)

EXPERIENCE

Finmart Financial Services

Relationship Officer

Sep 2023 – Present

Dubai, UAE

- Engaged with potential customers to promote banking products of Emirates Islamic Bank.
- Leveraged social media platforms and direct outreach to build relationships and drive revenue growth.
- Consistently exceeded sales targets, achieving over 40% above goal with a 65% conversion rate.
- Conducted data analysis to identify customer trends and optimize sales strategies.

Times Pro

Program Advisor

Dec 2022 – May 2023

Bengaluru, India

- Led sales efforts for specialized technical courses in collaboration with IITs and IIMs.
- Managed CRM platforms to track and optimize the customer journey, increasing efficiency.
- Assisted in sales forecasting, reporting, and budget planning for revenue operations.

The Knowledge Academy

Senior Inside Sales Manager

April 2022 – Nov 2022

Bengaluru, India

- Managed customer relationships and CRM maintenance to streamline sales processes.
- Conducted data-driven sales strategies, surpassing sales goals by 35% monthly.
- Coordinated with cross-functional teams to enhance operational effectiveness.

Intellipaath
Inside Sales Manager

Aug 2021 – April 2022

Bengaluru, India

- Conducted outbound calls and lead analysis to identify upselling and cross-selling opportunities.
- Utilized CRM software (Zoho) to manage customer pipelines and optimize sales operations.
- Achieved a 25% increase in sales beyond the monthly target through data-driven strategies.

EDUCATION

FISAT Business School

Master of Business Administration (MBA) Major in Finance

2021

Angamaly, India

Sacred Heart College, Thevara

Bachelor of Commerce (B. Com) Major in Finance

2019

Kochi, India

OTHER

- **Certifications & Training:** Microsoft Excel, IFRS, Microsoft Power BI, SQL, Data Analysis
- **Languages:** Malayalam (Native), English (Fluent), Tamil (Intermediate), Hindi (Intermediate)

