

# Febin Rahim Binu

Business Development Manager/ Sales Manager/ Relationship Officer



## Personal details

**Name**  
Febin Rahim Binu

**Email address**  
febinbinu8@gmail.com

**Phone number**  
+971 559651027

**Address**  
Al Maqtaa 1, Bld No: 505  
King Faisal Street

**Date of birth**  
17 February 1997

**Place of birth**  
Kerala

**Driving licence**  
Valid Indian License

**Gender**  
Male

**Nationality**  
India

**LinkedIn**  
linkedin.com/in/febin-binu-816790223

## Profile Summary

Experienced Business development and Relationship management executive with a proven track record in driving revenue growth and building strong client relationships. Skilled in strategic sales, prospecting, and exceptional customer service. Effective communicator with a passion for exceeding targets and delivering results.

## Employment

**Business Development Manager-Du Telecom** **Aug 2023 - Apr 2024**  
Channel Partner-Jiosmart

- Researching and identifying potential business opportunities, partnerships, and alliances that align with Du Telecom's strategic objectives.
- Analyzing market trends, customer needs, and competitor activities to identify gaps and opportunities for growth.
- Developing and implementing strategic plans to expand Du Telecom's business presence, revenue streams, and market share.
- Driving sales and revenue growth through acquisition of new customers, upselling to existing customers, and launching new products or services.
- Working closely with marketing teams to develop and execute marketing strategies, campaigns, and promotions to drive brand awareness and customer acquisition.
- Staying updated on industry trends, best practices, and emerging technologies to continuously improve business development strategies and tactics.

**Business Development Manager** **Oct 2022 - Apr 2023**  
Avodha EduTech, Kerala, India

- Identified and pursued new business opportunities, leading to the acquisition of 18% more clients and expanding the customer base.
- Built and nurtured strong relationships with key stakeholders, resulting in a 67% increase in client retention and satisfaction ratings.
- Collaborated with the marketing team to develop compelling value propositions, sales collateral, and marketing campaigns, resulting in an increase in lead conversion rate.
- Negotiated and closed contracts with clients, securing favourable terms and conditions that maximized revenue and profitability.
- Monitored sales performance metrics, such as sales pipeline, conversion rates, and revenue growth, achieving a 33% increase in overall sales productivity.
- Represented the company at industry conferences, trade shows, and events, generating 300+ leads and opportunities for business growth.
- Stayed updated on the latest trends and advancements in the EdTech industry, attending relevant workshops and training sessions, resulting in an increase in knowledge and expertise.

## Customer Service Skills

|                     |       |
|---------------------|-------|
| Communication       | ●●●●● |
| Active Listening    | ●●●●● |
| Problem Solving     | ●●●●● |
| Adaptability        | ●●●●● |
| Conflict Resolution | ●●●●● |

## Technical Skills

|                                |       |
|--------------------------------|-------|
| Customer Service Management    | ●●●●● |
| Microsoft Office               | ●●●●● |
| Social Media Marketing         | ●●●●● |
| Email, Mobile, Event Marketing | ●●●●● |

## Qualities

- Leadership
- Adaptable
- Committed
- Time Management

## Extracurricular Activities

### Volunteer

**Dec 2015 - Present**  
Blood Bank - RCC,  
Trivandrum, India

### Fund Raiser

**Oct 2018 - Present**  
Kerala Child Development  
Committee, Kerala, India

- Prepared regular reports and presentations for senior management, providing insights on sales performance, market trends, and business development activities.

### Relationship Officer

**Oct 2021 - Aug 2022**

Federal Bank of India, Kerala, India

- Prospected and onboarded 75+ new clients, expanding the customer base by 40% through effective networking, referrals, and lead-generation strategies.
- Conducted comprehensive financial assessments for clients, resulting in the development of tailored investment plans that achieved an average return on investment of 12% annually, amounting to 15 lakhs in profits.
- Fostered strong relationships with key institutional clients, ensuring a satisfaction rate of 95% and achieving a client retention rate of 85% through regular communication and proactive relationship management.
- Assisted and trained 250+ clients in navigating the bank's digital platforms, resulting in a 25% increase in online banking adoption and usage among clients.
- Acted as a subject matter expert on banking products, policies, and procedures, delivering informative presentations and conducting training sessions that received an average satisfaction rating of 89% from clients and colleagues.
- Maintained accurate client records and documentation, ensuring compliance with regulatory requirements with a 94% audit success rate.

### Sales Executive - LG Electronics

**Aug 2018 - Jul 2021**

S.G Electronica, Kerala, India

- Developed and executed specialized sales plans to achieve revenue targets, resulting in a 70% increase in sales within one year of joining.
- Built and nurtured long-term relationships with key clients, resulting in a 55% increase in customer retention and satisfaction ratings.
- Generated a consistent flow of high-quality leads through proactive prospecting, networking, and effective utilization of digital platforms, resulting in 37 new accounts acquired.
- Collaborated with cross-functional teams, including marketing and product development, to ensure alignment and deliver customized solutions that met client needs, resulting in increased market share and customer loyalty.
- Conducted product demonstrations and presentations to potential B2B clients effectively showcasing the features, benefits, and competitive advantages of LG Electronics' products, resulting in increased sales conversions and market penetration.

## Education

### Bachelors in Business Administration

**Jun 2015 - Mar 2018**

University of Kerala, Kerala, India

### High School Diploma

**Jun 2014 - Mar 2015**

Sabarigiri Residential School, Kerala, India

## Languages

English

Malayalam

Tamil

Hindi



## References

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References available upon request.