**K. T. SHABAREESH**

Address: House No – RZ-141-A, Santosh Park, Uttam Nagar, New Delhi, India - 110059

Mob: +91-99580 20805

Email: ktshabareesh@gmail.com

**Business Development - Sales and Marketing Leader**

Business Development Operations - Sales and Marketing Expert offering over 10 years of experience with variety of professional skill sets. Background reflects strengths in Research, Analysis, Planning, organizing, leading and controlling entire Pre sales and Post sales operations including Generating Revenue and Profit, launching new products and services, establishing and growing a loyal customer base and turning underachieving territories into highly profitable business enterprises within extremely competitive markets. Display professionalism and high levels of integrity as a front-line corporate representative. Build lasting customer and business relationships through service excellence, open communications and exemplary business protocol. Qualified to present, negotiate and secure contracts with large revenue producing accounts. Possess extensive contacts throughout many industry. Looking for new career challenges where a top producing Business Development professional will immediately expand market share, create value and increase overall profitability.

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**Skills**

Customer Relationship Management Public Relationship Management

Fostering Positive Client Relationship Product Management and Selling

Inventory Optimization Data Visibility

Planning and Organizing Leading and Controlling

Budget Planning Vendor Management

Data Analysis Business Development

MS Excel Marketing Campaign

Marketing Research and Analysis Market Strategy

Territory Management Business Proposal Creation

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| **Work Experience** |

**Digital Strategy Consultants April 2019 – Till now**

(BDM Manager - Sales and Marketing)

* Coordinating and controlling the entire BDM operations from pre-sales to post-sales support system with sales and marketing team for attaining customer, retaining customer and vendors and for generating ROI for the company.
* Planning, developing, organizing, implementing, directing and evaluating organization’s financial and budget function and performance.
* Preparing high quality Proposals and Presentation for new Projects including project background, objectives, scope, plan, timeline, Budget, and next steps, and ensuring company Interest and Profit.
* Ability to forecast the business opportunity for company’s overall growth in region with B2B sales, relationship management, problem solving skills, sales experience and strategies, communications skills.
* Ability to integrate both internal and external resources and stakeholders for organization’s business development to enhance competitiveness, efficiency or market share by expanding influence in new region.
* Ensuring operations management tasks that products meets quality standards and customer expectation and controlling production process, operations cost with revenue to maximize net profit for company.
* Setting up business meetings for project closure, ensuring formally transfer all deliverables to client, confirm project completion, reviewing contracts and documents, making final budget settlement.
* Doing overall operations role in company including develop growth strategy, financial gain, customer satisfaction, conduct research for new market and customers, lead generation, meetings with clients, doing marketing campaign to promote company’s product and predicting new clients.
* Successfully achieved company sales target revenue by 100% for years 2019 to 2023. Created and launched new BDM – Sales and Marketing strategies resulting in an additional 12% growth in sales in both Q1 and Q2 in 2023 generating additional ROI for company.
* Creating BDM - Sales strategies by Lead Generation, Cold Calling, leveraging Account-Based Marketing, identify opportunities for Repeat Business, referrals, focus on Sales Experience throughout the Buyer's Journey.
* For the BDM Operations - Sales and Marketing requirements, I am travelling and always willing to travel extensively for client acquisition and retention.
* Manages team by coaching, performing all evaluations and overseeing performance management.
* Designed effective marketing campaigns to assist customers in generating higher sales and successfully expanded market share by 30% through strategic upselling and cross-selling sales initiatives and drive product sales through demonstrating advanced product knowledge to customers and clients.
* Setting up valuable follow up and feedback session with the customer and client for healthy relationship for B2B and B2C needs and to full fill all promises made in pre-sales process, it helps in retaining customer and generating extra ROI for the company.
* Engaged in a variety of proactive sales and service activities to deepen customer relationship and loyalty, conduct customer engagement & customer service activities to build rapport. Provided customer service activities, including handling questions and complaints.

**Ectype Services India Pvt. Ltd. February 2010 – March 2019**

(Marketing and Sales Team Leader/Executive)

* Capable of leading marketing and sales team by providing knowledge, creative ideas, giving information about market strategy to enhance in business development with planning, organizing, leading and controlling of product for B2B and B2C needs for distribution channel.
* Setting up appointments with clients and finding potential clients for the sales department, [finding potential customers](https://www.qwikresume.com/resume-samples/digital-marketing-strategist/), expanding business through [social media campaigns](https://www.qwikresume.com/resume-samples/social-media-specialist/) and email; and using creative methods to generate customers.
* Good planning skills to develop e-mail, social media, and advertising; familiarity with [marketing](https://www.qwikresume.com/resume-samples/marketing/) automation tools; and a good understanding of the business concepts and aspects relating to lead generation.
* Targeted, marketed and prepared comprehensive presentations utilizing vast experience selling equipment.
* Led market launch of multiple new products by identifying new opportunities, researched product possibilities, collaborated with clients and created campaigns
* Work with Area Sales Manager on customer and prospect management and territory management.
* Conduct market research to identify selling possibilities and evaluate customer needs
* Actively seek out new sales opportunities through cold calling, networking and social media.
* Establishes team and individual sales goals and provides effective coaching of sales representatives to consistently improve their performance. Set up meetings with potential clients and listen to their wishes and concerns.
* Identify product gaps, develop solutions to minimize the impact, and work with Product Management to prioritize and eliminate gaps.
* Ensure the availability of stock for sales and demonstrations. Participate on behalf of the company in exhibitions or conferences.
* Negotiate/close deals and handle complaints or objections, gather feedback from customers or prospects and share with internal teams.
* Coordinate with off-shore clients in delivering quality and monitor reports
* Preparation and presentation of reports in line with key deliverables as per agreed standards

**Medical Transcription Services September 2004 – January 2010**

(Medical Language Specialist)

* Preparing medical report of patient starting from history and physical, consultation, OP reports etc.
* Preparation and presentation of patient lab reports in line with key deliverables as per agreed standards
* Proofreading reports and making sure it is 100% accurate.
* Responsible for audits, stats and other daily report making related to labs.

**Academic Qualification**

## Master in Business Administration

**Sikkim Manipal University** Aug 2008 - Feb 2011

Marketing, International Sales and Business Operations.

## Graduation

**Annamalai University** Jul 2003 - Dec 2006

BA Degree

**Personal Particulars**

* **Languages Known** : English, Hindi and Malayalam
* **Nationality :** Indian
* **Driving License :** India – Car/Light Motor Vehicle (Date of Issue: January 2010)
* **Passport Number :** U7242253 (Valid till 07/Oct/2030)