



# Yashila Amy Jacob

A highly accomplished & experienced professional bringing forth 10 years of experience in Sales & Marketing, Brand Communication & Strategy, Client Servicing & Relations, Learning & Development, Operations Management, Customer Service, Training & Performance Management designed to help companies reach goals in lead generation, brand awareness & user engagement.

## Contact

### Phone

+33 780714215  
+91 8848987871

### Email

yashila.jacob@icloud.com  
yashila1969@gmail.com

### Address

20 Rue Marcel Paul, Villejuif  
Paris, France - 94800

## Education

2023

### Pursuing MBA - Marketing & Business Development

Paris School of Business

2013

### Bachelors of Technology - Electrical & Electronics Engineering

Rajagiri School of Engineering & Technology

## Expertise

- Brand Communication & Strategy
- Digital Marketing
- Product Planning & Development
- Marketing Communications & Research
- Sales Planning & Performance
- Content Creation & Marketing
- Training Program Development
- Client Servicing & Relationship Management
- Project Management

## Languages

- English
- French
- Hindi
- Malayalam

## Experience

2021 - 2022

### Brand Developers Pvt. Ltd. - India

#### Senior Sales & Marketing Operations Manager

- Led a cross-functional team of 50 including Trainers, Team Leaders, Quality Analysts & Sales agents to launch a new product, achieving \$1.5 million in sales revenue within the first quarter
- Established sales goals by forecasting annual sales quotas and projecting expected sales volume for existing and new products
- Collaborated with sales teams to optimise the sales funnel with proper market research, resulting in a 30% reduction in the sales cycle and improved conversion rates
- Crafted persuasive sales pitches and marketing presentations that consistently won over high-profile clients and secured major contracts

2019 - 2021

### Brand Developers Pvt. Ltd. - India

#### Sales Team Leader

- Utilised CRM software to streamline processes, resulting in a 20% increase in team productivity and enhanced data-driven decision-making
- People Management, Sales Performance Management, Coaching & Development
- Sales Data Management, Planning & Strategy

2018 - 2019

### Amazon - India

#### Senior Product & Process Trainer

- Designing and developing training programs and materials based on the organisation's learning objectives
- Conducting training sessions for employees, new hires, or clients, either in-person or through virtual platforms
- Collaborating with department heads to understand specific training requirements for different teams

2017 - 2018

### Equifax - India

#### Voice & Accent Communication Trainer

- Designing new language-based training programs
- Helping Professionals with voice modulation, listening & speaking skills
- Conducting seminars & individual training sessions

2016 - 2017

### Ocwen Financial Solutions - India

#### Customer Relationship Manager

- Handling loan modifications, servicing & loss mitigation
- Mortgage assistance & provision of best in class solutions to borrowers

2013 - 2016

### Equifax - India

#### Senior Sales & Retention Specialist

- My grounding years in Sales & Customer Service
- Consistently exceeded sales targets by 30% through a data-driven approach and strong customer relationship-building skills

## Certifications & Achievements Hobbies

- Product Management Foundation & Design - International School of AI & Data Science
- Project Management - Business Consulting Project for Growth & Expansion done for MOMEN, Management de Transition
- E - Learning - SCLP - Sutherland Global Services Pvt. Ltd., India

- Travelling
- Baking
- Spending Quality time with my dog
- Singing & Strumming the guitar
- Reading