

# SAJITH SASIDHARAN

## SALES AND MARKETING EXECUTIVE

Experienced sales and marketing executive with proven track records of developing and implementing effective marketing strategies to drive business growth. Skilled in market research, lead generation, and client relationship management. Expertise in promoting products and services, delivering persuasive presentations, and closing deals. Proficient in using CRM systems and digital marketing tools to manage customer data and execute targeted campaigns. Strong communication, negotiation, and analytical skills, with the ability to adapt strategies to meet organizational objectives and market trends.

### PERSONAL DETAILS

Mobile No +971 543727321  
Email Id sajithsasidharan05@gmail.com

Address Ras-Al-Khaimah, UAE  
Nationality Indian  
D.O.B 24-05-1992  
Gender Male  
Driving license UAE

### ACADEMIC CREDENTIALS

2019 **M.COM FINANCE**  
Bharathiar University, India

2016 **MBA MARKETING & HR**  
Calicut UNIVERSITY, India

2014 **B.COM WITH COMPUTER APPLICATION**  
Calicut University, India

2011 **PLUS TWO**  
Board of Higher Secondary Examination, Kerala

2009 **SSLC**  
Board of Public Examination, Kerala

### COMPUTER SKILLS

- MS Word
- MS Excel
- MS PowerPoint

### LANGUAGES

- English
- Hindi
- Malayalam
- Tamil

### KEY SKILLS

- Customer inquiries
- Marketing strategies
- Time management
- Complaint resolution
- Sales targets
- Financial reporting
- Customer support
- Lead generation
- Inventory management
- Product knowledge
- Sales presentations
- Analytical skills

### EXPERIENCES

#### ❖ CUSTOMER SERVICE EXECUTIVE | March 2023 – October 2024 DENIBA EXCHANGE RAS-AL-KHAIMAH, UAE

#### KEY RESPONSIBILITIES

- Handled and processed financial transactions, including foreign exchange, money transfers, and bill payments, ensuring accuracy and compliance with company policies.
  - Addressed customer inquiries and concerns regarding exchange rates, transaction statuses, and service options.
  - Conduct thorough due diligence in customer transactions to mitigate risks and ensure compliance with Anti-Money Laundering (AML) procedures and Know Your Customer (KYC) initiatives.
  - Continuously identify areas for improvement and propose constructive changes to achieve operational excellence.
  - Ensure that documentation and transaction processes adhere to both internal policies and regulatory requirements.
  - Maintain a cash float, follow balancing and reconciling procedures, and prepare the daily 'End of Day' sheet at the close of each business day.
  - Achieved a 95% customer satisfaction rate by resolving inquiries and complaints efficiently, utilizing CRM software to track and follow up on customer interactions and ensure prompt service delivery.
  - Implemented a customer feedback system that increased satisfaction ratings by 25% over six months, leveraging CRM tools and analytics to enhance service quality and resolution time.
- #### ❖ SALES & MARKETING EXECUTIVE | June 2017 – January 2023 UNITED INDIA INSURANCE COMPANY KUNNAMKULAM, INDIA
- Conduct market research to identify potential customers, understand market trends, and gather competitive intelligence.
  - Develop and implement effective sales strategies to achieve sales targets and expand the customer base.
  - Promote insurance products through various channels, including direct marketing, online campaigns, and events.
  - Prepare and deliver persuasive sales presentations and proposals to potential clients.

## ACHIEVEMENTS

- Completed 'Diploma in Indian & Foreign Accounting (DIFA)' Course.
- Completed a training program in 'Digital Marketing'.
- Coordinated and successfully conducted the Management meet "Mesmerize Gala 2015" with participations from more than 50 colleges across south India
- Completed a training program in 'Know Your Customer'.
- Generated a 25% growth in leads by researching and targeting new market segments.
- Increased sales by 15% through the development and execution of a targeted email marketing campaign.

## PASSPORT DETAILS

Passport No	Y3172736
Date of Issue	04/06/2024
Date of Expiry	03/06/2034
Place of Issue	Cochin

## HOBBIES

- Music
- Travelling
- Movies

- Retain continuous awareness of transactions, sales and terms and keep relative records
- Ensure accurate and timely documentation of sales activities, including sales reports, client contracts, and other administrative paperwork.
- Increased quarterly sales revenue by 25% through the implementation of data-driven marketing strategies and collaborative campaign efforts, utilizing CRM software to analyze customer trends and enhance lead conversion rates.
- Promote insurance products through various channels, including direct marketing, online campaigns, and events.
- Maintaining up-to-date knowledge on insurance industry trends, insurance providers, and the insurance market.
- Stay updated on industry developments, insurance regulations, and sales techniques through training programs and self-study.
- Explore opportunities for market expansion and business growth by identifying new potential clients and market segments.
- Ensure accurate and timely documentation of sales activities, including sales reports, client contracts, and other administrative paperwork.

## ❖ SALES EXECUTIVE CUM ACCOUNTANT | May 2016 – June 2017 ROYSONS KOPAB NOTEBOOKS KUNNAMKULAM, INDIA

- Handle day-to-day accounting tasks such as invoicing, accounts receivable, accounts payable, and bank reconciliations.
- Prepare and analyze financial reports such as profit and loss statements, balance sheets, and cash flow statements.
- Monitor inventory levels, place orders with suppliers, and ensure adequate stock availability to meet customer demands.
- Develop and implement effective sales strategies to achieve company sales targets and objectives.
- Assist in budget preparation and forecasting to support financial planning and decision-making.
- Tally data entry including sales, purchase, receipts, payments, bank reconciliation statement, and preparation of debtors / creditors statements.
- Prepare and present sales and financial reports to management, providing insights and recommendations for business growth.
- Address customer inquiries, resolve issues, and ensure high levels of customer satisfaction through effective communication and problem-solving.
- Achieved a 25% increase in quarterly revenue by integrating strategic sales techniques with effective financial analysis, leveraging CRM software to track and manage customer interactions and accounting.
- Coordinate with sales team members, suppliers, and other departments to streamline operations and achieve company goals.
- Address customer inquiries, resolve issues, and ensure high levels of customer satisfaction through effective communication and problem-solving.

## DECLARATION

I hereby declare that all the details mentioned above are in accordance with the truth and fact as per my knowledge and I hold the responsibility for the correctness of the above-mentioned particulars.

**SAJITH SASIDHARAN**