

SREELAKSHMI P

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Results-oriented and highly motivated sales professional with over 3 + years of experience in Food and Beverage industry. Proven track record of exceeding sales targets and driving revenue growth through strategic sales planning, relationship building, and consultative selling. Expertise in prospecting, lead generation, and closing high-value deals in [B2B] environments. Exceptional communication skills, with a strong ability to analyze client needs and deliver tailored solutions. Seeking to leverage my experience and passion for sales to contribute to the growth and success of an organization.

Experience

MAY 2024 – NOVEMBER 2024

SALES SPECIALIST | ANTHOCYANIN NATURALS | INDIA

- Led a team of 6 sales representatives, achieving 25 % above sales target for year.
- Developed and executed sales strategies to expand market share in product category, resulting in a 10 % increase in revenue.
- Utilized CRM tools (e.g., Salesforce) to track sales activity, generate leads, and manage client relationships.
- Conducted client meetings, presentations, and product demos, resulting in the successful closure of high-value contracts worth INR 2 cr annually.
- Trained and mentored junior sales team members, improving team productivity and closing rates by 5%.
- Implemented account-based marketing (ABM) strategies, increasing qualified leads by 5% and reducing sales cycle time.

2022 FEB – 2024 MAY

Executive Sales | Symega Food Ingredient ltd | India

- Sales Revenue Growth: Take full ownership of driving significant revenue growth by actively pursuing new business opportunities and nurturing relationships with existing customers, consistently exceeding sales targets and contributing to the overall company turnover.
- Lead Generation & Conversion: Manage end-to-end lead generation and qualification efforts, leveraging cold calling, email outreach, and inbound inquiries to build a robust sales pipeline, leading to increased conversions and long-term customer retention by 10 %.
- Collaborative Campaign Execution: Collaborate with marketing and product teams to execute targeted sales campaigns, promotions, and product presentations, driving engagement, increasing product awareness, and ultimately closing deals to meet or exceed set sales goals.

- Leveraged CRM tools: to analyse customer data, segment target audiences, and personalize outreach, resulting in improved campaign effectiveness and higher conversion rates.
- Sales Performance & Reporting: Track and report on key performance metrics, utilizing CRM tools to monitor sales activity, forecast trends, and identify areas for improvement, ensuring alignment with company goals and continuous performance enhancement.

2021 FEB – 2022 FEB

Executive HR| Symega Food Ingredient ltd | India

- Talent Acquisition & Recruitment: Led the recruitment process for multiple departments, including sourcing, screening, and interviewing candidates across various levels. Successfully reduced time-to-hire by 15 % through streamlined processes and enhanced use of recruitment software (e.g., [ATS software like Greenhouse, iCIMS])
- Employee Onboarding & Engagement: Managed the end-to-end onboarding process for new hires, ensuring smooth integration into the company. Developed onboarding materials and programs that improved employee engagement and retention by 20 % in the first 6 months.
- Training & Development: Coordinated training and development programs aimed at enhancing employee skills and promoting internal growth. Led workshops on topics such as [Leadership Development, Conflict Resolution, Communication Skills], improving employee productivity and team cohesion.
- HR Projects & Initiatives: Led HR projects focused on improving employee experience, such as [diversity and inclusion initiatives, wellness programs, employee surveys], resulting in increased employee satisfaction and overall workplace morale.
- HR audits: Led and executed comprehensive HR audits to ensure adherence to company policies, labor laws, and industry regulations. Conducted internal audits of employee records, compensation structures, benefits, and compliance with workplace safety standards, resulting in 80% reduction in compliance gaps and avoiding potential legal issues. (Sedex)

Skills

- Sales Strategy & Execution
- Lead Generation & Prospecting
- Customer Relationship Management (CRM)
- Negotiation & Closing Skills
- Product Knowledge
- Performance Management
- Training & Development
- HR Audits & Compliance Reporting
- Recruitment, Administration

Education

➤ MASTER OF BUSINESS ADMINISTRATION

Mahatma Gandhi University | India | SEPTEMBER 2020 - December 2022 -67%

➤ BACHELOR OF COMMERCE WITH COMPUTER APPLICATION

MAHATMA GANDHI UNIVERSITY | INDIA | JUNE 2017 - APRIL 2020 - 68 %

Certifications & Training

- Digital Marketing Certification
- Excel Training
- Sedex Audit Training
- Salesforce Training

Languages

- English (Fluent)
- Hindi (Conversational)
- Malayalam (Fluent)