

VIGNESH DEVADASS

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🎂 9th August 1997

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Professional Summary

Results-driven Sales and Marketing professional with over 6 years of experience specializing in Customer Relationship Management (CRM). Proven track record in developing strategies to enhance customer satisfaction, drive sales growth, and optimize marketing campaigns.

Adept at using CRM tools to analyze customer data, segment audiences, and implement targeted marketing initiatives. Strong communicator with a commitment to fostering long-term client relationships and achieving organizational goals.

Core Competencies Skills

- Customer Relationship Management (CRM)
- Sales Strategy Development
- Marketing Campaigns
- Data Analysis & Reporting
- Customer Segmentation
- Lead Generation & Conversion
- Account Management
- Client Retention Strategies
- Market Research & Analysis
- Excellent Communication Skills

Professional Experience

Sales and General Manager

Eagle Motors – KTM Showroom, (Coimbatore – Tamil Nadu, India)

March 2022 – June 2024

- Developed and executed CRM strategies that increased customer retention by 25% and boosted sales revenue by 30%.
- Managed a team of 5 sales and marketing professionals, providing training and mentorship to enhance performance.
- Analyzed customer data to identify trends and opportunities, resulting in the creation of targeted marketing campaigns that improved lead conversion rates by 20%.
- Oversaw the implementation of a new CRM system, leading to a 40% increase in operational efficiency.

Branch Manager

Eagle Motors – KTM Showroom, (Coimbatore – Tamil Nadu, India)

June 2020 – February 2022

- Implemented CRM tools to track customer interactions and sales processes, contributing to a 15% growth in annual sales.
- Designed and executed email marketing campaigns, increasing open rates by 22% and click-through rates by 18%.

- Conducted market research to identify customer needs and preferences, informing the development of new product offerings.
- Developed and maintained strong relationships with key clients, leading to a 10% increase in repeat business.

Customer Relationship Executive (Pro Biker Advisor)

Eagle Motors – KTM Showroom, (Coimbatore – Tamil Nadu, India)
June 2018 – February 2020

- Assisted in the development of marketing strategies and materials that supported sales goals and customer acquisition.
- Coordinated customer feedback surveys and analyzed results to improve product and service offerings.
- Managed social media accounts and digital marketing campaigns, resulting in a 25% increase in online engagement.
- Supported CRM database management, ensuring accurate and up-to-date customer information.

Education

+2- Government Higher Secondary School
Gudalur, Tamil Nadu
Graduated: May 2015

Certifications

Disc Jockey - 2024
Certified CRM Professional (CCRP) – CRM Institute, 2019
Google Analytics Certified – Google, 2018

Technical Skills

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| <ul style="list-style-type: none">• CRM Software (e.g., Salesforce, HubSpot, Zoho CRM)• Marketing Automation Tools (e.g., Mailchimp, Marketo)• Data Analysis Tools (e.g., Excel, Google Analytics)• Social Media Platforms (e.g., LinkedIn, Twitter, Facebook, Insta)• Microsoft Office Suite (Word, Excel, PowerPoint) | <ul style="list-style-type: none">• Disc Jockey - Free Lancer (LEE Premier Studio)• Administration Work |
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Languages

English	★★★★★
Tamil	★★★★★
Malayalam	★★★★☆
Hindi	★★★☆☆