

Annapoorani

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Objective

Seeking long term employment in an organization where I can grow professionally and further enhances my skills, knowledge, and experience to face and overcome the challenge of today's changing work environment.

Education

2014 – 2016: Master of Business Administration - International Business Management

2008 – 2012: Bachelor of Engineering - Electrical and Electronics Engineering

Work Experience

Lessburn India Private Limited Dec 2018 – Jan 2020

Regional Manager – GCC

- Developing lessburn presence in the Middle East
- Acquisition of new clients & partners from the GCC region
- Identify specific GCC regional marketing goals and objectives
- Track all lead activity, monitor leads/opportunities and manage reports
- Evaluate productiveness and marketing initiatives ROI
- Interacting with senior level executives and maintaining client relationships
- Collaborate with marketing, support, sales management and account management to facilitate new programs, messages, campaigns and offerings
- International Sales operation & New Business Development, International Business, Interactive Researches, Define and implement the region-specific marketing plan

Lessburn India Private Limited June 2018 – Dec 2018

Head – Client & Project Management

- Prepare and implement monthly marketing and advertising plans in order to increase brand awareness and increase the volume of leads.
- Monitor team performance to ensure they provide a premium service as per the company standards
- Handling the Digital Marketing team and guiding them to bring new initiatives to retain the existing clients

- Planning and managing workforce for seasonal or project –specific needs, including staffing models to ramp up or down staffing levels
- Working closely with different location project executives to ensure seamless hand-offs in their projects
- Driving the execution of strategic account plans and coordinating internal teams to achieve revenue growth and profitability targets
- Identifying and cultivating business opportunities , responding to customer requirements and helping craft insightful, high-quality solutions to solve complex business challenges

Owler India Private Limited April 2013 – June 2017

Manager – Data Operations

- Managing 80 members of Market Research Team
- Responsible for Team budgetary, Deliverables, Operations, Training and Development
- Preparing and executing of yearly/monthly data metrics plan
- Working on process automation and improvements along with the product and Engineering Team
- Sending team activity report weekly and monthly basis to the entire organization
- Handling Hiring, Attrition Analysis, Performance management and posting the results to executive team
- Planning and implementing effective control measures to reduce costs of operations
- Passing consistent quality feedback to the team members
- Training new joiners on different research methodologies
- Responsible for the two major SLAs (‘Quality’ and ‘ On Time Delivery’ of all projects)

Deccan Sources May 2012 – April 2013

Business Analyst

- Preparation of tenders, offers, purchase orders and invoices to the clients
- Making sales and marketing calls for achieving an organization sales goal
- Procurement of Materials in time for the smooth execution of Projects, including Selection of Clients, Floating Enquiries, Getting Offers, Making Comparison Statements and Negotiating with the Clients directly
- Provide regular feedback to the management about marketplace and competitor activity
- Regular meetings with customers to obtain further sales and business development opportunities
- Identify requirements for new products and services for business development
- Manage accounts and meet or exceed targets relating to revenue growth activities, profit margin, mix of products and services, sales , customer retention and customer acquisition

Information Evolution India Private Limited February 2012 – May 2012

Quality Analyst

- Providing induction and training to the new joiners
- Monitor on-call and off-call quality
- Delivering user perspective quality meet to team members and re-train (if required)
- Generate weekly/monthly production reports to clients and superior

SILICONHOUSE.NET May 2011 – July 2011

Intern – Customer Support Executive

- Responsible to resolve the customer complaints and issue in their product
- Taking care of Chat , Ticketing support
- Handling inbound and outbound calls
- Training the clients on the process , once they sign up for the webhosting package ☐
Managing client account and responding based on their needs

Personal Details

Date of Birth: 14/08/1990

Nationality: Indian

Marital Status: Married

Husband Name: K.Gowtham Baalaji

Languages Known: English, Tamil, Kannada

Specialities

Digital Marketing, Business Development, SEO, SEM, Social Media Marketing, Client Management, Hiring, Operations, Client Support, Results Driven, Market Research, Team Management

Declaration:

I hereby confirm that, the information furnished above is true to the best of my knowledge and belief.

Annapoorani.R