



Anusree P. T

 Krishnasree (ASRA -14), Azad Road, Kaloor - 682017

 Mob: +91 6362957342 Email: anusree04@gmail.com

Sales and Marketing Professional

Possess experience in sales - Annual Maintenance contract, business development, brand promotion, client relationship management, coordination, revenue generation and judicious utilisation of resources.

- MBA Marketing with experience in the areas of Marketing, Business Development and Channel management.
- Experience in overall operations, sales, after sales, corporate presentations, customer follow ups & channel management and knowledge in HVAC industry.
- Expertise in market analysis for finding the scope as new entrant, assessment of competitor information to design preemptive business strategy to counter competitor's market presence.
- Adept in analysing customer requirements and implementing strategies to achieve client satisfaction, tracking market dynamics and devising strategies to neutralise competitors' moves.
- Excellent communicator with exceptional talent for problem solving and ability to handle multiple functions and activities in high pressure environments with tight deadlines.

Key Competencies

Sales & Marketing, Business Development, Contract & Price Negotiations, Cross-functional Liaison, Commercial Operations, Team Player, Public Relations.

Experience

Bluestar Limited June 2016 - February 2020

Designation : Senior Executive/ Asst. Manager - AMC Sales/Marketing

Handling the AMC sales of Bluestar Limited in Karnataka - Bangalore

- AMC Management through retention, conversion and acquiring new customer
- Generating revenue by converting warranty customers to AMC
- Timely collection of payments and reducing the outstanding
- Negotiation skills to convert potential customers
- Handling Channel management and direct sales of AMC
- Co-coordinating with service delivery team on service part
- Target achievement

Metadata Technologies - Microsoft Partner Company November 2014 - September 2015

Designation : HR Executive

Handling HR related activities for Metadata Technologies in Cochin

- Establish recruiting requirements by studying organisation plans and objectives
- Determine applicant requirements by studying job description and job qualifications and arrange management interviews by coordinating schedules
- Attract applicants by placing job advertisements, contacting recruiters, using news-groups and job sites
- Determine applicant qualifications by interviewing applicants; analysing responses; verifying references; comparing qualifications to job requirements

Metadata Technologies - Microsoft Partner Company April 2014 - October 2014

Designation : Marketing Executive

- Liaising and networking with a range of stakeholders including customers, colleagues, suppliers and partner organizations.
- Identifying potential leads for Customer Relationship Management and converting them into opportunities and managing target audience.
- Managing the production of marketing materials, including brochures, folders, corporate gifts, e-newsletters and liaising with designers and printers.
- Assisting and attending events such as conferences and round tables to contribute and develop marketing plans and strategies.
- Evaluating marketing campaigns.

Matrimony Directory - Part of Bharath Matrimony December 2012 - May 2013

Designation : Relationship Executive

Handling marketing related activities for Matrimony Directory in Cochin

- Lead generation
- Cold calling
- Presentations
- Negotiation part
- Closing of sales
- Handling customer complaint

Education

Masters in business administration (Marketing & Finance) 2010 - 2012

Albertian Institute of Management, Banerji Road, Ernakulam

Bachelor of COMPUTER Application (Amrita viswavidhyaapeetham) 2007 - 2010

Amrita School of Arts and Sciences, Brahmasthanam, Edappally, Ernakulam

Higher Secondary (Kerala State Board) 2005 - 2007

S.T Judes E.M.H.S.S, Thammanam, Karanakodam ,Ernakulam

SSLC (Kerala State Board) 2004 - 2005

S.T Judes E.M.H.S.S, Thammanam, Karanakodam ,Ernakulam

Professional and Personal Assets

- Effective communication and interpersonal skills.
- Committed and devoted to the tasks given.
- Self-motivated and positive thinking.
- Acquiring and implementing new skills.
- An analytical mind and clarity of thought.
- Adaptable to the new changes.
- Good Team player

Personal Details

Date of Birth: 08 March 1989

Languages Known: English, Malayalam & Hindi

References: Reference will be provided on request