

# Karthika Menon



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## Summary

A strong sales professional with a Post graduation diploma in management studies focused in Marketing & HR from St. Kabir Institute of Professional studies.

Possess knowledge about Finance, Accounts, Banking and Market Research by working with Bank.

## Experience



### Business Development Executive

Fibre2Fashion

Feb 2020 - Present (8 months +)

- To generate leads & identify decision makers within targeted leads and initiate the sales process.
- To penetrate all targeted accounts and originate sales opportunities for the company's products and services.
- To set up and deliver sales presentations, product/service demonstrations on daily basis.
- To ensure systematic follow-up with the client organizations to take the sales pitch to time-bound closure.
- To be an interface between the customer and internal support teams to ensure that the customer receives the best possible service from the company.
- To ensure that all payments are collected as per the company's payment terms.
- Ensure adherence to sales processes and requirements.
- Achievement of monthly, quarterly & yearly business plan.



### Human Resources Intern

Larsen & Toubro

May 2019 - Jul 2019 (3 months)

Working under the guidance of OD Interventionist.

Learned about the backend requirements that needs to be done, while planning a Training session.

Full end to end dealing of Training session with mentor guidance.

Executing Employee engagement activities.

Recruitment of future interns and Interviewing them.

Preparation of training modules, questionnaire etc for the particular training programs.



### Marketing Internship

Bajaj Finserv

Jan 2019 - Jan 2019 (1 month)

At Bajaj Finserv live project I was responsible for handling the customers who already had their EMI card and to create the awareness that they can be used not only to buy electronic things but also every day grocery shopping. So I had to deal with only the existing customers of Bajaj Finserv, and convince them to use the EMI card.



### Marketing Internship

Glenmark Pharmaceuticals

Aug 2018 - Aug 2018 (1 month)

Here, I was responsible for increasing the sales as well as awareness of their products i.e V-wash, sanitary pads, candid powder. I had to promote the product and also create awareness of V-wash to the unknown customers. Also, had to analyse the customers buying behaviour towards intimate hygiene products and trying to convince and increase the sales.



### **Recruitment Consultant**

AddRec Solutions Pvt. Ltd.

Dec 2017 - Feb 2018 (3 months)

I was working as a recruitment specialist and I had to do the end to end things : Sourcing, Screening, Shortlisting a candidate. Preparing MIS report daily. Head hunting candidate from different job portals etc.



### **Client Relationship Manager**

YES BANK

Jan 2017 - Nov 2017 (11 months)

Here, I was responsible to acquire more of new customers as well as build a good relationship with the existing customer base of the company. I have done hard core sales of all the product of the bank. Was also responsible to attend to customers queries and help them out. Running campaigns to attract more customers.

## **Education**



### **TimesPro**

PGDBM, Banking management

2015 - 2016



### **J. G. College of Commerce**

B.com, commerce

2013 - 2015



### **St Kabir Institute of Professional Studies**

PGDM, Marketing & HR

2018 - 2020

## **Skills**

Management • Customer Service • Recruiting • head hunting • Leadership • Sales • Marketing • Training & Development • Employee Engagement • Performance Appraisal