**CURRICULUM VITAE**

**Naveen K**

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To obtain a job in an **Sales/Marketing** **Operations** field that will challenge me and allow me to use my education, skills and past experiences with 6 years in a way that is mutually beneficial to both myself and my employer and allow for future growth and advancement.

**Summary of skill**

* Good working knowledge of Campaign Management and explaining about company products to the clients**.**
* Good knowledge on Procurement of materials, Invoice etc…
* Good hands on exposure to CRM tools like Salesforcee, Marketo, LinkedIn, HubSpot, ZoomInfo and Zoho CRM, VLOOKUP, Pivot, Sales Operations, Finance, Sales Compensation.
* Good Knowledge on Materials Management - Creation of Material Master, Vendor Master, Purchase Info Records (PIR), Purchase Requisition (PR), RFQ, Purchase Orders and Release Procedures.

**Tools Used**

Salesforce, salesforce lightening, Zoho, LinkedIn, ZoomInfo, Hunter, Skymem, MySQL, MS Outlook, Excel, Access, VMware workstation, HubSpot, Marketo, Mail Chimp

**Educational Qualification**

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| --- | --- | --- | --- |
| 2013 | B.E (Information Science & Engineering) | SSIT, Tumkur | 82.00% |
| 2010 | Diploma (Computer Science & Engineering) | RES Polytechnic, Bangalore | 63.00 % |
| 2005 | SSLC | KVV English School, Bangalore | 63.04 % |

**Experience**

**Company**: Automation Anywhere Software Pvt Ltd

**Duration**: Oct-2018 to Aug-2020

**Designation**: **Marketing and Sales Operation Associate**

**Roles and Responsibilities:**

* Manage technical aspects of key marketing systems (marketing automation, CRM) used to generate, distribute, and report on leads.
* Establish and maintain scalable processes that ensure best practices in campaign and lead management
* Proactively explore data to find trends, discover KPIs, and apply proper hypothesis testing
* Monitor campaigns to optimize performance based on industry best practices
* Provide recommendations that enhance future campaign performance and measurements
* Develop robust KPIs and scorecards for marketing performance monitoring
* Produce and maintain metrics reports on marketing and sales activities, effectiveness, and business impact
* Hands on experience with Salesforce CRM and Marketo tool.
* Experience in configuration of salesforce fields and marketo configuration data analysis.
* Leads are uploaded to salesforce through marketo integration.
* Process and evaluate data effectively by List uploads, Reviewing and handling leads in salesforce.
* Creating performance Reports and dashboards to the management across globe in salesforce.
* Work closely with the enterprise sales and marketing team to update and maintain the CRM system.
* Working with the finance team to update the invoices and order management process.
* Analyse and maintain records of sales and commission data through various sources
* Collaborate with sales team on managing deals and resolving commission-relate issues.
* Interact with funding departments on personnel and appraisal-related issues.
* Contribute towards varied aspects of Commissioning process.
* Resolve and co-relate actual commission and internal data.
* Calculation of sales commission based on (OTC)On Target Commissionand Quterly target by calculating their slope and accelerators based on their Achievements.
* Creating Performance reports to calculate sales commissions.
* Work with the finance team to audit the commission calculation.

**Company**: **Black Turtle DigInnovation Pvt Ltd** (Collaboration with Andoho GmbH i. Gr)

**Duration**: Nov-2017 to May-2018

**Designation**: **Sales Ninja (Business Development)**

**Roles and Responsibilities:**

* Perform Market Research using social media platform such as LinkedIn, Twitter; for understanding the market & target specific companies.
* Focused in generating qualified leads by targeting top decision makers across all verticals.
* Work closely with the sales team to execute the pre-sales activities within the region assigned for software and hardware products.
* Track and update the client activity on CRM tool. Generate upcoming event leads & pass them to VP of BD and help scheduling meetings.
* Plan and execute all digital marketing, including SEO, SEM, marketing database, email, social media, and display advertising campaigns.
* Delivered presentations to customers, partners.
* Handling clients across US, UK, Germany, and India.
* Generating Sales ready leads and follow up with the clients.
* Data Extraction and Data Modification from various databases.
* Measure and report performance of all digital marketing campaigns and assess against goals (ROI and KPIs).
* Identify trends and insights and optimize spend and performance based on the insights.
* Maintaining Leads into Cold Leads, Warm Leads, Hot Leads on HubSpot.
* After leads conversion sending detailed work procedure, Purchase Order, and Invoice to clients.

**Company**: **Metricfox**

**Duration**: March-2017 to October-2017

**Designation**: **Inside Sales Executive (Demand Generation)**

**Roles and Responsibilities:**

* Worked on Pre-sales, Lead Generation and Business Development process.
* B2B and B2CMarket research
* Understanding the customer needs and requirements
* Identifying the niche players and key clients
* Email Creation and Marketing, Web marketing, Social Media Marketing (LinkedIn and Twitter)
* Generating Sales ready leads and follow up with the clients
* Educating the customers by offering products, solutions and services, Offering Multiple services
* Improve lead to opportunity conversion quality metrics through Email, Cold Calling, Skype, and GoToMeeting), after lead conversion sending them Work order, Purchase order and invoice.
* Maintaining a database of Alumni, Non-Alumni and CRM customers.

**Company**: **(ICMG) Internet Component Management Group** **India Pvt Ltd.**

**Duration**: December-2014 to February-2017

**Designation**: **Business Development Consultant**

**Roles & Responsibilities:**

* Worked in the departments of Market Research, List Identification, Lead Generation and Cold Calling.
* Email ID Creation Team, Mailer Team, Customer Relationship Management and Database Management System.
* Handled to identify new potential customers to capture relevant, insightful, and actionable data for Current & future programs like TOGAF, Enterprise Architecture, Improving Business Process, Business Architecture, PMP and ITIL.
* Creation of Email id of the target audience and sending an Email to get registered for the workshop by using the tool **Interspire** and **Microsoft Outlook.**
* Upon getting the lead as interested (Positive) lead will be recorded into the CRM and doing follow ups till closure of the leads.
* Last but not the least, converting a Lead into registration (Opportunity conversion team) to get registered.
* Maintaining a database of all the Alumni, Non-Alumni & CRM Customers.

**Company**: **Riseon Technology Pvt Ltd**

**Duration**: January-2014 to November-2014

**Designation**: Trainee Software Engineer

**Roles & Responsibilities:**

* Basic knowledge on Core Java.
* Basic knowledge on Java Script, CSS, HTML.
* Redirection from senior team members and Manager
* Day to-day co-ordination with multiple teams and clients for Operational Issues

**ACHIVEMETS**

* Received **Iron Man champion** award for generating more revenue.
* Secured as a runner in interclass **cricket** competition event

**Personal Profile**

Present Address: No.12, 2nd Cross, Buddha Jyothi layout, Chikkabidarukallu, Bangalore – 560073

Father Name: Gowda KN

Nationality: Indian

Gender: Male

Languages Known: Kannada, English, Telugu, and Hindi

I hereby declare that the information furnished above is true to the best of my knowledge.

**Date:**

**Place:** Bangalore **Naveen K**