

Sushana Adurthi

Business Development | Brand Enhancement | Market Penetrations

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Date:

Dear Mr./Ms.<Last Name>

Business Development, Brand Enhancement, Market Penetrations, and Client Acquisition and Retention, all intrinsically competitive and results-driven enterprises—for me, therein lies the attraction. Though I come with 5 years of rich experience, I have provided innovative and savvy business, and client acquisition strategies, brand management and market penetration initiatives that has positively impacted business goals.

I am certain that my skills and work experience that includes hands-on experience in multiple industries, make me the ideal candidate for this position. I have enclosed my résumé to provide an overview of my achievements and qualifications for your review.

I am accustomed to successfully juggling multiple projects and have an excellent track record of building new business, forging strong relationships with clients, developing partnerships and increasing company revenue through innovative and creative strategies. I believe the major contributor to this success is my talent as a persuasive communicator; someone who can speak to clients in terms they understand and build the case for the brand I represent.

If you are searching for a highly energetic and articulate Job Title professional who will generate critical client relations and retention, market penetration strategies, with the ability to build internal and external alliances, please contact me to arrange an interview. I am eager to learn more about the open position for <position name> and discuss how I can make a difference.

Looking forward to meeting you in person.

Best

Sushana Adurthi



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CAREER SYNOPSIS

Seasoned Business Development Professional offering 5+ years of substantial experience in business development, revenue generation, and market penetration. I have carefully carved my niche in re-organization and re-structuring of business development and sales teams, through strategic initiatives, with my focus centered towards, driving growth YOY resulting in propelled ROI and Revenue. Translating business initiatives and marketing strategies into bottom-line results in sales, revenue and client growth is my forte. I have been recognized as a talented Business Development strategist with expertise formulating pivotal revenue turnaround strategies and growing business as demonstrated through developing a fully integrated multi-channel marketing campaign targeted at a segment of the competition's most profitable customers, ranging from B2B | B2C | B2B2C.

CAREER GRAPH

- Since 2016 November
Regional Business Development Manager
IHCPL
Chennai
- November 2015 to November 2016
Business Head
ABC
Bangalore | Mysore | Coorg
- July 2015 – October 2015
Business Development Manager - Pre - Sales
XYZ
Bangalore
- February 2012 to June 2015
Group Business Development Manager
TUV Coimbatore

ACADEMIA

2008 – 2012
BE COMPUTER SCIENCE AND ENGINEERING
Sri Krishna College of Engineering and Technology,
Coimbatore Affiliated to Anna University, Chennai.

BEYOND CURRICULUM

2008 – 2012
FOUNDER – STUDENTS CREATIVE ASSOCIATION – A registered student's learning community for self-development, Interpersonal and event management skills. Acquired 300+ Members over 4 Years.

2009 – 2013
EVENT HEAD – YOUNG EXPRESSIONS - A state level inter school cultural festival organized under the banner of students creative association with an annual participation strength of 4000+ Students. Spearheaded - Strategy, Operations, Fundraising/Sponsorship, Marketing, Press & Media Management.

CORE EXPERTISE

SALES EXPERTISE

- Business Development
- Account Management
- Negotiation
- Partnering
- Institutional Sales
- Distributor & Retail sales
- Channel Management
- New Business Acquisition

MARKETING EXPERTISE

- Market Research
- Analysis & Planning
- Competitor Analysis
- Solution Development
- Product Presentations
- Online Involvement
- Events & Advertising

OPERATIONAL EXPERTISE

- Client Relations
- Vendor Relations
- SOW
- Project Life Cycle
- Process Re-engineering
- Change Management
- Human Capital
- Training & Development

BUSINESS EXPERTISE

- Go To Market
- Profitability
- Budgeting
- Stakeholder Relations
- Regulatory affairs

IHCPL

IHC is one of the top and early providers in the home health care space with operations across 5 Indian cities and services ranging from a simple doctor home visit to setting a ICU at home.

Areas of focus included:

- Worked closely with the founding team from India and core team from the US Partner hospitals.
- Responsible for market penetration in the Wellness at home sector catering to ICU at home, Palliative care, Geriatric care, Tracheostomy care, Post surgical care, Newborn care, Preventive care.
- Created a strategic market penetration plan through Secondary level market research, resulting in a total surge of 25% in the market.
- Acquired five new hospitals in South India, "Executing initial pilot, R&D and analysis"
- Remain as the SPOC for all representatives working from Chennai & Hyderabad hospitals.
- Provide strategic recommendations on regional creative in regards to content, media buys, and experiential marketing opportunities

Institutional | Residential Business

- Pivotal part of the BI team at the corporate office
- Negotiations on Space on hire within institutions.
- Negotiations on margins.
- Strategic placements of Marketing Collateral

Corporate Planning

- SOP formulation
- Analyzing CSMM (Customer satisfaction) and ESI (Employee satisfaction) reports.

XYZ

India's Largest Network of branded hotels with more than 6500+ Hotels across 180+ cities offering standardized experience and a hassle free stay.

Areas of focus included:

- Recognized as one among the top 5 sales managers in the southern zone for strategically channelizing the team as the first top performing team among 90 other internal teams.
- Roped in multiple orders during high competition period sustaining increased revenue consistently.
- Strategic planning, Marketing Communications
- Developed an effective communication and brand outreach program.
- Worked closely with the regional heads and C-Suite leadership teams to build a strategy for bringing more revenue into the organization.
- Applying 'first-of-it's-kind' innovations across above-the-line communications, below-the-line communications and PR initiatives, and setting-up industry benchmarks.
- Acted as a catalyst between teams to maximize revenues and helped the company monetize its flagship businesses across multiple regions with regions of focus remaining in Madikeri, Kushal Nagar, Virajpet, Bangalore & Mysore.
- Drove innovations across the board—including content, schedules and on-air promotions, by implementing Coupon codes, Flyers, Promotion at Midway Dhabas, Travel & tour agent drive.
- Conducted research and in-depth analysis of viewership, which allowed the company to strengthen its leadership position.
- Led a highly successful acquisition plan by bolstering a 88% hike in tie-ups with external properties, backed by a strong innovative marketing campaign. As a result, OYO rooms witnessed a 125% hike in revenue and 55% hike in Customer satisfaction rates.
- Led a high-performance research team that helped the company retain more than a 60 percent share in a high stake and high value regions.
- Led an end-to-end program to create specialized packages..
- Led initiatives that focused on maximizing value with tactics tailored to the medium.

TUV

Leadsquared is a SAAS based end to end lead conversion platform with an extravagant user base of 10000 and more in 32 countries.

Areas of focus included:

- Worked closely with C-Suite leaders to set-up a reseller network across South East Asia.
- Partnered with sales account executives to position solutions to customer business problems, demonstrating Marketxpander services Pvt Ltd's., value proposition and expected return on investment.
- Managed and executed the solution based sales process
- Market research and competitor analysis
- Scoping solutions based on customer requirements.
- Providing solution demonstrations.
- Conducting proof-of-concept evaluations.
- Responding to Request for Information & Request for Proposal solicitations.
- Recorded a total increase of 35% over set target of pre-sale closure.

XXX

Keyslab software catered predominantly towards Web Development, E-Commerce Applications, Mobile App Development and also Product Development that later was acquired by Dsignz Media in Coimbatore under a JV initiative.

Keymind an extended counter part of Keyslab catered towards facilitating student and freshers with skillsets needed for todays day and age.

As a the Groups Business Development Manager, my initiatives swiftly saw proven key results.

KEYSLAB

- Recognized as the face of the company during key networking events.
- Total Number of customers acquired - 40
- Total Revenue generated – INR 16 Lacs

KEYMIND

- Lead the SUITS project bagged by the organization from Bharathidasan University managing a team of 25+ people across Tamilnadu at 150+ schools.
- Total number of Colleges acquired - 8 Colleges.
- Total Revenue generated - INR 32 lacs
- Areas covered - Coimbatore, Erode, Salem , Namakkal,Tirupur, Trichy

Areas of focus included:

- Conducting competitor analysis to study market trends / competitor moves thus achieve the market share
- Amplified customer base by 70% by maintaining effective relationships, customer service and technological updates successfully.
- Handling planning, operations & analysis for assessment of revenue potential in business
- Formulating strategies & reaching out to the unexplored market segments/customer groups for business expansion by developing grass root business network
- Presented the Strategic Business Plan for the financial year to top management targeted towards growth trajectory.
- Reviewed Team members on a day-to-day basis and provided strategic advice for closing of orders into fruition; reprimanded and guided those who didn't fall in line and advised management suitably.
- Conducted individual and group reviews of team members to tap their inner potential and also to make them feel responsible for the team's overall success or failure. Utilized the contacts & experiences of assessors into fruition.
- Created a revenue driven sales team by hiring fresh talent as field executives for BD activities and promotional events.
- Guided team members on strategies for converting enquiries into orders and prompt collection of payments.
- Maintained a healthy and positive relationship across other teams for generating leads, follow-up & closing orders.