

MALATHY N R

Business Development Executive



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I'm a dedicated professional skilled in communication, problem-solving, and strategic thinking. Passionate about optimizing workflows and improving efficiency, I seek to contribute to an organization that supports my growth and its goals. Committed to continuous improvement, I tackle challenges with enthusiasm, maintain strong relationships with teams and clients, and excel at managing priorities while taking on additional responsibilities.

WORK EXPERIENCE

Business Development Executive - Tringapps Inc, Chennai

SEPT 2022 - AUG 2024

- Closed a couple of managed service deals in the energy and e-commerce sector.
- Worked on NDA, MSA, RFP's & Contracts.
- Handled introduction, Demo calls, Gathered requirement details and handled client calls till the project kick-off.
- Successfully closed high-value contracts with key clients, resulting in a 40% increase in annual revenue during my tenure.
- Prospected across the verticals like Retail, Media, BFSI, Energy, Manufacturing, Ecommerce in regions like the US, UK, Middle east and Australia.

Account Development Representative - Responsive, Coimbatore

SEPT 2024 - Current

- Identified and prospected new business opportunities through targeted outreach, including cold calling, emails, scheduled meetings to generate new business and expand the customer base.
- Collaborated with the AMs to develop tailored strategies that meet the needs of potential clients
- Maintained a high level of product knowledge to effectively answer client inquiries and address objections.
- Conducted thorough research to understand client pain points and present customized solutions that align with their business objectives.
- Contributed to team goals by consistently meeting or exceeding monthly SQOs and sales targets

EDUCATION

MCA

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY - CHENNAI

2024 - 2026

B.Sc - Information Systems

KONGU ENGINEERING COLLEGE - ERODE

2020 - 2023

CGPA - 9.1

PROSPECTING TOOLS

- Outreach
- Gong
- Apollo.io
- Crunchbase
- Zoominfo
- Salesnavigator
- Gainsight
- 6 Sense

PROSPECTING TECHNIQUES

- Email marketing
- LinkedIn
- Cold calling

SKILLS

- Sales Expertise
- Strategic planning
- Objection Handling
- Lead Generation
- Pipeline Management
- Market Research