

# RAJARAJESWARI RAJAGANESH

## Business Development Executive

[+91 98654 07619] | [rajarajeswaribtechln@gmail.com] | [Madurai, 625009] |  
[https://www.linkedin.com/in/rajarajeswari-rajaganesh-98a1b1213]

## PROFESSIONAL SUMMARY

Highly motivated and results-driven Business Development Executive with **3.5+ years of experience** in inbound/outbound sales, specializing in lead generation, client relationship management, and market expansion. Proven expertise in utilizing **Zoominfo, Sales Navigator, and CRM systems** to drive sales processes and secure new business opportunities across key international markets including the **UK, Australia, India and GCC**. Seeking to leverage proficiency in strategic sales and client communication to contribute immediately to a growing organization.

## PROFESSIONAL EXPERIENCE

### Business Development Executive - Testhouse | August 2024 – Present

- **Lead Generation Specialist:** Consistently identified and qualified new business opportunities, particularly excelling in **LinkedIn lead generation** and targeted cold calling efforts.
- **Client Communication:** Successfully handled client calls, delivered tailored pitches and presentations, and managed **escalation calls** to ensure client satisfaction and retention.
- **Global Market Focus:** Actively developed business within the **UK, Australia, and GCC** regions, demonstrating strong cross-cultural communication skills.
- Developed and presented detailed **Business Proposals** to potential clients.
- Executed **email marketing campaigns** to nurture leads and build brand awareness.

### Inside Sales Executive / Business Associate (Binary Semantics Ltd.) | January 2024 – August 2024

- Executed comprehensive **inbound and outbound sales strategies**, contributing directly to the sales pipeline growth.
- Managed the CRM system to track client interactions and progress throughout the sales lifecycle.

### Business Development Executive (OSIZ Technologies Pvt Ltd) | January 2022 – January 2024 (2 Years)

- Responsible for end-to-end business development activities, from initial client identification to final pitch delivery.
- Focus on strategic lead generation and client follow-up to secure new contracts and foster long-term partnerships.

## KEY SKILLS & TOOLS

Category	Skills
<b>Business Development</b>	Lead Generation (Inbound/Outbound), Cold Calling, Client Pitching, Email Campaigns, CRM Management, Market Research, Business Proposal Writing, Sales Pipeline Management.
<b>Sales Tools</b>	<b>Zoominfo, Sales Navigator</b> , CRM (Specific platform should be mentioned if known), Microsoft Office Suite.
<b>Communication &amp; Soft Skills</b>	Proficient Communication, Team Management, Self-motivated, Adaptable, Enthusiastic.
<b>Regions Handled</b>	UK, Australia, GCC, India.

## EDUCATION

**Bachelor of Technology (B.Tech) in Information Technology** Anna University, Chennai | K.L.N. College of Engineering, Sivagangai *Graduation: 2021 | CGPA: 7.82*

**Higher Secondary Certificate (H.S.C)** Nirmala Girls Higher Sec. School, Madurai | *Percentage: 89% (2017)*

## PROFESSIONAL CERTIFICATIONS

- Completed **Sales Management Certificate**.
- Completed **Digital Leadership in Business**.
- Coursework in **Professional Networking** (LinkedIn Learning).
- Coursework in **Inside Sales** (LinkedIn Learning).