

ALBERT CHELLAPPA G

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COVER LETTER

To whomsoever it may concern

Application to the post of Business Development

I am interested in applying for Business Development (Sales & Marketing) role in your reputed company. Having obtained an experience of more than thirteen years in this field I firmly believe that I would initiate a positive contribution to the success of the company.

I strongly believe that my passion to learn, unlearn and engage well with the colleagues will make me an ideal team leader during my tenure.

Throughout the career in my former organizations I was recognized as a quick learner and motivator. I am gifted with the ability to observe and establish contacts and develop relationships with prospects while recommending solutions.

I assure you that my capabilities will meet the requirements of the objective of the company as I have dealt with the marketing team and worked in a company that aims towards promotions and sales. I would make a positive contribution to the company. I would welcome an interview and hope to hear positively from you at the earliest.

Thanking you

Yours sincerely .

Albert Chellappa G.

Profile

Highly self-motivated on in order to associate with an organization which progresses dynamically and gives me a chance to improve my knowledge, hardworking individual with more than thirteen years of experience in voice process and non-voice process. Looking forward in IT / BPO sector where I can utilize my entire knowledge, enhance my skills in the state-of-art technology and be a part of the team that work towards the growth of the organization and myself.

Professional Summary

Organisation	Designation	Duration
Algoritz Technologies	Business Development Role - Voice	April 2022 - March 2024
CRT IT Park	Business Development Head – Voice Process Team & Field Marketing Team	December 2020 – April 2022
IT Acumens	Head of Sales & Marketing – Development & Marketing	March 2018 – October 2018
Geogola Technologies	Business Development Head – Voice Process Team & Field Marketing Team	June 2016 – February 2018
Algoritz Technologies	Sr. Business Development Executive – Voice	November 2014 – March 2016
Skyway InfoTech	Team Leader – Customer Support	March 2014 – November 2014
Decatrend Technologies	Business Development Executive – Voice	May 2013 – January 2014
Nittany Creative Solutions	Business Development Executive – Voice	October 2011 – March 2013

Key Responsibilities

Development & Marketing - Website Design and Development, Search Engine Optimization (SEO), Mobile & Web Applications, Mobile App Promotion, Graphic Designing, Image Editing, Home remodeling and Improvements.

Personal Skills

- ❖ Advertising our services - Website designing, Mobile Application, Web Application, 3D, Art work & Digitizing for embroidery in US companies & Indian Companies
- ❖ Calling Client (data base provided by Company and from Internet) and let them know about the offers and special packages
- ❖ Research & identify decision makers within prospective leads to initiate sales process
- ❖ Identifying new sales leads; Pitching products and/or services
- ❖ Researching organizations and individuals online (especially on social media) to identify new leads and potential new markets
- ❖ Researching the needs of other companies and learning who makes decisions about purchasing

- ❖ *Contacting potential clients via email/phone to establish rapport and set up meetings*
- ❖ *Maintaining fruitful relationships with existing customers*
- ❖ *Planning and overseeing new marketing initiatives*
- ❖ *Preparing PowerPoint presentations and sales displays*
- ❖ *Contacting clients to inform them about new developments in the company's products*
- ❖ *Sells products by establishing contact and developing relationships with prospects; recommending solutions.*
- ❖ *Deliver prepared sales talks, reading from scripts that describe our company's products or services, in order to explain & thereby convince potential customers to purchase our products & services.*

Inter- personal skills

- ❖ *Maintains relationships with clients by providing support, information, and guidance; researching and recommending new opportunities; recommending profit and service improvements*
- ❖ *Identifies product improvements or new products by remaining current on industry trends, market activities, and competitors*
- ❖ *Listen to customer requirements and presenting appropriately to make a sale*
- ❖ *Act as a contact between a company and its existing and potential markets*
- ❖ *Negotiate the terms of an agreement and closing sales*
- ❖ *Gather market and customer information; gaining a clear understanding of customers' businesses and requirements*
- ❖ *Attend team meeting and sharing best practice with colleagues*
- ❖ *Call prospects (B2B & B2C) in the International market & Domestic market from India*
- ❖ *Train personnel and helping team members develop their skills*
- ❖ *Develop sales proposal, make presentations with client through phone, Skype, Face Time about the updates, review their given projects and respond to RFP's*
- ❖ *Make outbound & follow-up calls to existing customers and for the purpose of account management (sales)*
- ❖ *Develop sales forecast and manage complex sales cycles*
- ❖ *Maintain reports and update sales efforts on regular basis*
- ❖ *Accountable for completing sales objective and general quality of services*
- ❖ *Follow-up marketing materials and build follow-up calls until relationship is recognized.*
- ❖ *Create and deliver qualified opportunities via conference calls.*
- ❖ *Ensure all sales and service objectives are met.*



Language Proficiency

- ❖ **TAMIL** : Read, Write, Speak
- ❖ **ENGLISH** : Read, Write, Speak

Education

QUALIFICATION	NAME OF THE INSTITUTION	YEAR
ITI	Vivekanatha Industrial College	2010
HSC	Boy's Hr. Sec. School., CHN- 34	2009
SSLC	Boy's Hr. Sec. School., CHN- 34	2007

Business Skills & Personal Traits

BUSINESS SKILLS	PERSONAL TRAITS
❖ New Business Development ❖ Working in teams to meet deadlines ❖ Market Research ❖ B2B & B2C Marketing ❖ Lead Generation ❖ Negotiation ❖ International Sales and Marketing	❖ Thoroughly Enjoy Advertising and Endorsements ❖ Good LSRW Skill ❖ Optimistic ❖ Patient ❖ Responsible ❖ Planning ❖ Organizational Skills

Personal Details

Father's Name	---	S. Gnanarathinam
Mother's Name	---	G. Shanthi
Date of Birth	---	December 16, 1990
Gender	---	Male
Marital Status	---	Single
Nationality	---	Indian
Personal Traits	---	Patience in doing work, friendly and adaptable to new assignments

Reference

References will be provided upon request.

Declaration

I consider myself familiar with above mentioned aspects. I am also confident of my ability to work in a team. I hereby declare that the information furnished above is true to the best of my knowledge and belief.

Place: CHENNAI

Date:

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