

# Resume

## Pavan R

Sales & Marketing Engineer

✉ krpavan54@gmail.com

☎ 8310627613

## About Me

I am a diligent senior sales & marketing engineer with 10 + years of experience in manufacturing and service industries. I am skilled in developing plans, sales & marketing and digital marketing.

## Work Experience



### Digital Marketing Executive

Cleverbit Solutions Pvt. Ltd.

December 2021 to July 2022

- Wordpress website design - www.cleverbit.in
- Collected and analyzed Web metrics such as visits, time on site and page views per visit.
- SEO optimization like Keyword research, title tags, meta tags, meta description, internal page linking, image alt tags and local search optimization.
- Conducted daily updates to social media profiles to boost company online presence.
- Analyzed and reported social media campaign results.
- Handled Youtube channel with videos - announcements and general videos.



### Senior Engineer - Sales

Streamline Refrigeration Pvt. Ltd.

August 2019 to June 2020

- Initiated contact with prospects and conducted follow-up calls to garner information and qualify leads.
- Increased revenue by implementing effective sales strategies in sales cycle process from prospecting leads through close.
- Analyzed past sales data to develop realistic sales goals.



### Manager - South

Suburban Industrial Works Pvt. Ltd.

June 2016 to November 2017

- Initiated contact with prospects and conducted follow-up calls to garner information and qualify leads.
- Increased revenue by implementing effective sales strategies in sales cycle process from prospecting leads through close.
- Engaged with customers to effectively build rapport & lasting relationships.
- Developed SWOT analysis and executed targeted sales strategies accordingly using data-driven decision-making.

## Work Experience



### **Territory Manager - Retail**

Royal Sundaram Alliance Insurance Co. Ltd.

April 2015 to February 2016

- Sell various types of insurance policies to businesses and individuals, including automobile, fire, property & health insurance or specialized policies such as marine insurance.
- Seek out new clients and develop clientele by networking to find new customers and generate list of prospective clients.



### **Unit Sales Manager**

ICICI Lombard General Insurance.

September 2013 to March 2015

- Sell various types of insurance policies to businesses and individuals, including automobile, fire, property & health insurance or specialized policies such as marine insurance.
- Seek out new clients and develop clientele by networking to find new customers and generate list of prospective clients.



### **Sales Executive**

GMP Technical Solutions Pvt. Ltd.

September 2011 to August 2013

- Initiated contact with prospects and conducted follow-up calls to garner information and qualify leads.
- Engaged with customers to effectively build rapport & lasting relationships.
- Worked closely with HVAC Consultants to produce concepts for clients.
- Generated leads for HVAC projects in sectors like Commercial Spaces, Shopping Malls, etc...



### **Sales Engineer**

Utility Projects & Services Pvt. Ltd.

July 2009 to August 2011

- Initiated contact with prospects and conducted follow-up calls to garner information and qualify leads.
- Engaged with customers to effectively build rapport & lasting relationships.
- Worked closely with HVAC Consultants to produce concepts for clients.
- Generated leads for HVAC projects in sectors like Commercial Spaces, Shopping Malls, etc...

## Education History

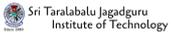


### **Master of Business Administrative**

Institution: East West Institute of Technology

Specialization: *Marketing*

Year of Graduation: 2009



### **Bachelor of Engineering**

Institution: S. T. J. Institute of Technology

Specialization: *Mechanical*

Year of Graduation: 2005

## Relevant Skills

- Lead Generation, Negotiation
- Problem Solving, Critical Thinking
- Team Communication, Active Listening
- Client acquisition and retention
- Closing sales, Product knowledge
- Self-motivation, Time management

## Additional Skills

- AutoCAD, Solidworks
- Digital Marketing
- Graphic Design
- Wordpress Website

## Languages

- Kannada
- English
- Hindi
- Telugu