

DHANUSH M

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PROFESSIONAL SUMMARY:

Computer Science graduate with interest and experience in Sales and Marketing with a demonstrated history of effectively managing sales partners, executing lead-generation campaigns, and driving business growth. Proficient in CRM and marketing tools, with a solid understanding of marketing and sales pipelines.

EDUCATION:

- **B. Tech in Computer Science**, Bharath University Chennai, **YOP** – 2023, **CGPA**: 9.1
- **HSC** in St. Bede's Anglo-Indian Higher Secondary School Chennai, **YOP** – 2023, **CGPA**: 6
- **SSLC** in St. Bede's Anglo-Indian Higher Secondary School Chennai, **YOP** – 2023, **CGPA**: 8

SKILLS:

- **HTML & CSS** (Markup and Designing language)
- **JavaScript & Python** (Programming languages)
- Strong **Business understanding** with deep technical knowledge from a CSE background
- Proficient in **Digital Marketing** strategies for effective online visibility and engagement, and achieving organizational marketing objectives.
- Excellent **English** communication skills
- Good **Interpersonal Skills**
- **Data-driven approach mindset.**

PERSONAL DETAILS:

- **DATE OF BIRTH**: 08.09.2001
- **LANGUAGES KNOWN**: Tamil, English, and Hindi.

EXPERIENCE:

Admissions Abroad – Chennai (2021 - 2022)

Sales & Marketing Executive

- Managed relationships with sales executives using CRM tools, ensuring regular communication and collaboration
- Prepared proposals and demos, showcasing organizational capabilities to potential clients
- Coordinated teams to execute, strategize, and develop successful lead generation resulting in a **50% increase in client acquisition.**
- Effectively managed monthly marketing campaigns and sales activities, ensuring timely execution and achieving targets.

Imageminds Creative Education – Chennai (2023 - Present)

Business Development Associate & Customer Support

- **Results Oriented Associate in B2C and B2B.**
- **Business Development:** Lead Generation, Market Research, Revenue Analysis, Proposal Writing & Negotiation.
- **Distribution Channel Management:** Building and Managing Distributor channels with potential clients.
- **Increased distributor network by 25%, leading to a 10% rise in product revenue**
- I excel at **Understanding Customer Needs** and closing deals effectively.
- I have **Strong Management and Territory Expansion Skills.**
- I'm a team player driven to **Exceed Monthly Quotas** and **Achieve Organizational Goals.**
- I'm good at **Building Strong Customer Relationships.**
- Proven ability to **Excel in a fast-paced environment**, leveraging **Excellent Communication** and **Presentation skills to close deals effectively.**

I hereby declare that the details mentioned above are true to the best of my knowledge.

(DHANUSH M)