

SONIYA.A

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113/25 Thadhanoothu Sankar Nager,
627357, Tirunelveli

Soniya nysrogh | linkedin

- Experienced Business Development Executive transitioning to the IT sector, bringing two years of expertise in driving growth and fostering client relationships. Proficient in identifying opportunities and delivering strategic solutions. Eager to leverage business acumen and project management skills to contribute effectively to IT initiatives.

TECHNICAL SKILLS

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C++

SQL

AWS

PROFESSIONAL EXPERTISE

- Business Development Strategy: Proven ability to develop and execute business development strategies to drive revenue growth and expand market share.
- Relationship Building: Skilled in building and maintaining strong relationships with clients, partners, and stakeholders to drive business growth.
- Market Research: Experienced in conducting market research, analyzing competitors, and staying up-to-date on industry trends to identify new business opportunities.
- Product Marketing: Knowledgeable in product marketing principles, including go-to-market strategy, product positioning, and product launch planning.
- Team Collaboration: Proven ability to collaborate with cross-functional teams, including sales, marketing, and product development, to drive business growth.
- IT Sector Familiarity: Familiarity with the IT sector, including software development, data analytics, and cloud computing.

WORK EXPERIENCE

Business Development Executive

Apr 2022 - Apr 2024

Product Marketing:

- Led the launch of a new product line, developing comprehensive go-to-market strategies that resulted in a 50% increase in sales revenue within the first year.
- Collaborated closely with product development teams to refine product features based on customer feedback and market research, improving customer satisfaction scores by 15%.
- Implemented innovative digital marketing campaigns, leveraging SEO and SEM strategies, which increased website traffic by 40% and drove a 20% increase in online conversions.

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Staffing Marketing:

- Managed staffing marketing strategies, including targeted outreach and client relationship management.
- Collaborated with internal teams to align staffing solutions with client needs and industry trends.
- Conducted market research, analyzed competitors, and stayed up-to-date on industry trends

General Responsibilities:

- Cultivated and maintained relationships with key clients, providing customized solutions to enhance satisfaction and retention.
- Coordinated cross-functional efforts with sales, operations, and marketing teams to optimize business processes and achieve organizational goals.

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Key Skills:

- Staffing marketing and product marketing
- Business development and sales
- Relationship building and management
- Market research and analysis
- Go-to-market strategy and planning
- CRM software (e.g., Salesforce)
- Excellent communication, interpersonal, and negotiation skills

EDUCATION

QUALIFICATION

INSTITUTION

UG-BE(CSE)-2020
12th TN Board-2016

10th TN Board-2014

- FXEC, Vannarpettai
- Sri Jayendra Saraswathi Swamigal Golden Jubilee Matriculation Higher Secondary School, Sankarnagar, Tirunelveli District
- Secondary Education- Saratha Matriculation School Sankar Nagar

STRENGTHS

- Public Speaking
- Team work
- Decision Making
- Curative
- Strategy analysis.

EXTRA-RESPONSIBILITIES

- Volunteered to lead a team to develop and implement a new business development strategy
- Assisted in training and mentoring new team members to improve team performance and efficiency
- Participated in cross-functional projects to improve process efficiency and drive business growth
- Contributed to the development of new products and services, providing market insights

PERSONAL INFO

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| • Date of Birth | • 24-12-1998 |
| • Nationality | • Indian |
| • Marital Status | • Single |
| • Father Name | • Appadurai |
| • Languages | • Tamil, English |
| • Permanent Address | • Thadhanoothu Sankar Nager, 627357,
Tirunelveli |