

# ABHIJITH SATHYAPALAN

## Business Development Manager

3+ years' experience | stainless steel fabrication and healthcare promotion sectors

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### PROFESSIONAL SUMMARY

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A dynamic Business Development Manager with three years of comprehensive experience in driving growth and market expansion within the stainless steel fabrication and healthcare promotion sectors. I possess a strong background in cultivating client relationships, and spearheading initiatives that capitalize on emerging opportunities.

### SKILLS

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- Market research
- Digital Marketing
- Client Management
- Business Administration
- CRM
- Excel Proficiency
- Strategic Thinking
- Communication
- Time Management
- Lead Generation
- E-Skill
- Financial Acumen

### PROFESSIONAL EXPERIENCE

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**Stargold Steel LLC, UAE • Business Development Manager**

03/2022 - Present

- Conduct market research to identify opportunities and trends in the stainless steel fabrication sector
- Lead sales efforts, prepare proposals, and negotiate contracts
- Coordinate Marketing executives and sales activities
- Implemented and maintained an efficient Google sheet-based CRM system, leading to increase in lead generation by more than 30%
- Designed corporate brochure creative posters and WordPress website for the company
- Expanded market presence, increasing sales by 14%.
- Negotiated and closed long-term agreements with new clients in assigned territory.
- Developed customized solutions for clients based on a deep understanding of their unique pain points, delivering exceptional value and driving repeat business.

**Meditrina Hospital, India • Healthcare Promotion Executive**

05/2020 - 08/2021

- Collaborated with internal teams to promote hospital services and COVID-19 safety measures
- Implemented digital campaigns to inform the community about pandemic healthcare resources and services
- Analyzed marketing data to measure campaign effectiveness and optimize outreach efforts
- Increased community engagement through innovative digital marketing campaigns, effectively communicating pandemic healthcare resources and services
- Successfully organized and executed 20+ in-house and external medical camps and events, reaching over 5000 individuals and promoting hospital services and COVID-19 safety measures
- Optimized promotional material management and procurement processes, resulting in a 30% reduction in costs while maintaining high-quality branding and visibility for the hospital's services during the pandemic

**Tara Toothbrush Company LLC, Saudi Arabia • Office Admin**

06/2016 - 01/2020

- Coordinated office activities to ensure efficiency and compliance with company policies
- Managed procurement, inventory, and physical stock auditing
- Achievements Streamlined procurement and inventory, reducing costs by 20%
- Handled documentation for import/export, including POs, invoices, and waybills
- Prepared payroll and supported budgeting / bookkeeping procedures
- Updated records and databases with personnel, financial, and other data
- Tracked office supply stocks and placed orders as needed
- Improved stock accuracy through efficient physical audits
- Optimized upper management's schedules
- Implemented centralized record-keeping for improved data access

**Mahindra & Mahindra Financial Services Limited, India • CR Executive**

15/2015 - 06/2016

- Providing help to customers using your organisation's products or services
- Communicating courteously with customers by telephone and face-to-face
- Customer document verification

## EDUCATION

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### **Master of Business Administration | HR & Finance - 2015**

Kerala University – University Institute of Management, Adoor

Project undertaken financial performance analysis of QCSML Kollam

### **Bachelor of Business Administration - 2013**

Kerala University – University Institute of Technology, Kollam

Project undertaken Competitive Analysis of Ponnus Food Products Kollam

## SOFTWARE SKILL

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- MS office
- Tally
- Quick Books
- G-Suite
- WordPress
- Adobe illustrator
- Ink scape

## LICENSES AND CERTIFICATIONS

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- Saudi Arabia light motor vehicle driving license – No:2415584644 Expiry date:30/12/2026
- Tally ERP 9 – Wintech Institute of Technology
- Basic Fire Fighting- GTSC