

# SREEJITH P C

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## PROFESSIONAL SUMMARY

Results-driven Business Development and Inside Sales professional with 8+ years of experience across EdTech, Automobile, and Engineering sectors. Proven expertise in lead conversion, relationship management, CRM-driven sales processes, and revenue growth. Adept at consultative selling, strategic planning, and building long-term customer relationships.

## CORE SKILLS

Business Development | Inside Sales | Lead Conversion | Relationship Management | B2B & B2C Sales | CRM (LeadSquared) | Negotiation | Market Research | After-Sales Support

## PROFESSIONAL EXPERIENCE

**upGrad Education** – Admission Counsellor / Inside Sales (Oct 2021 – Jan 2022)

- Converted inbound and outbound leads into confirmed enrollments through consultative selling.
- Maintained multi-channel engagement and collaborated with Student Experience Managers to improve closures.

**BYJU'S** – Business Development Associate / Inside Sales (Mar 2021 – Oct 2021)

- Converted free app users into paid customers and managed leads using LeadSquared CRM.
- Handled key accounts, after-sales support, and assisted in team training.

**Bimal Auto Agency India Pvt. Ltd** – Relationship Manager (Mar 2019 – Feb 2021)

- Achieved sales targets through corporate and retail automobile sales.
- Conducted competitor analysis and coordinated finance schemes for customers.

**Brain Twist Smart Engineering Pvt. Ltd** – Business Development Manager (Jun 2015 – Feb 2019)

- Drove territory expansion, closed long-term contracts, and represented company at trade events.

## EDUCATION & CERTIFICATION

B.Sc. Costume Design & Fashion – Nehru Arts & Science College (2014)

Diploma in Computer Aided Fashion Designing (2011)

Marketing Business Strategies – upGrad (2021)

## ADDITIONAL

Languages: English, Malayalam, Tamil

Interests: Reading, Travel, Solo Driving, Cooking, Adventure Sports