



# KAVITHA S KUMAR

## CURRICULUM VITAE

### CONTACT

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DOB: 29/11/1996

Nationality: Indian

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### LANGUAGES

English

Malayalam

Hindi

Tamil

### ABOUT ME

Energetic, deadline-driven professional with 3 years of diverse experience as a Sales Executive and Customer Relationship Manager. Demonstrated success in launching, executing, and managing consumer programs, promotions, and brand initiatives. Build trust and meaningful relationships with internal departments at all levels and external clients and vendors that result in long-term partnerships, profitability, and organization growth.

### EXPERIENCE

#### Sales Executive (2019 to 2020)

SRR Building Material Trading LLC - Dubai, United Arab Emirates

- Processed and expedited orders by following up with vendors and manufacturers to provide shipping information.
- Built relationships with buyers and utilized superior product knowledge to provide superior customer service and increase sales.
- Performed general and detailed demonstrations of telecom products over the web and on-site for customer/prospects.
- Prepared cost proposals for customers and customer prospects.
- Tracked sales process and transitions customer to the product implementation team.

## AREA OF EXPERTISE

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Taking Care of Clients  
IT Skills  
Stock Taking  
Sales Promotion  
Working to targets  
Promoting special offers  
Office Management

## SKILLS

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Presentation	●	●	●	●	●
Trend Awareness	●	●	●	●	○
Brand Knowledge	●	●	●	●	●
Communication	●	●	●	●	○
Interpersonal Skills	●	●	●	●	○
Social Media					
Management Tools	●	●	●	○	○

### Customer Relationship Manager (2017 – 2019)

Dimension Co – Chennai, India

- Managing the business's day-to-day consumer relations protocols, their refinement, CRM segmentation, onsite personalization, and product recommendation programs and platforms.
- Manages key vendor relationship and databases, in formulating strategies, strategy execution, asset deliverable management, as well as the testing of all SMS, emails, among other multi-channel communications.
- Overseeing the creation of models against lifetime value, retention, churn, loyalty, and advocacy programs.
- Act as a point of contact between the manager and the internal/external clients.
- Screen and direct phone calls and distribute correspondence.
- Handle requests and queries appropriately.
- Manage diary and schedule meetings and appointments.
- Produce reports, presentation and briefs.

## EDUCATION

### B.Sc Visual Communication

Women's Christian College, Chennai (2014-2017)

### Higher Secondary Education

Velammal Matriculation Higher Secondary School, Chennai