

Bijesh Menon

Business Operations Specialist

PROFESSIONAL SUMMARY

- Inside sales specialist and expertise in digital marketing with more than 7 years of experience in the IT industry.
 - Experienced in accumulating business for regions United States, UK, Australia, EMEA for various IT products as well as IT services.
 - Providing IT managed services, Cloud migration, Business and Knowledge Process Outsourcing services, ERPs, Human Resource Management Services, Business process automation, Digital services.
 - Hands-on experience in managing email campaigns and social media campaigns using different CRMS.
 - Selling Salesforce Editions through cold calls, email campaigns, social media; Creating and managing custom objects, fields, custom report, dashboard and formulae; Providing constant resolution to customers via mail, call and chat; Upsell Salesforce editions are the major expertise handled.
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SKILLS

- CRM Handling.
 - Sales Support.
 - Social Media Marketing.
 - E-mail Marketing.
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TOOLS AND TECHNOLOGIES

- Salesforce.
 - Pardot, Zoho.
 - HubSpot.
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CERTIFICATES, TRAINING & EDUCATION

- **MBA – Digital Marketing (Pursuing)**
Symbiosis, Hyderabad
- **BSc – Software Systems (2003)**
Bharathiar University, Coimbatore.
- **Salesforce ADM 201,401 and 211 Certified, HCL, Noida.**
- **Uplift Your Skill by Ron Kauffmann, NIIT Technologies, Greater Noida.**
- **Know Your Customer (KYC Check List) and Anti–Money Laundering, Standard Chartered Bank, Dubai, UAE.**

PROFESSIONAL EXPERIENCE

POSITION	COMPANY	DURATION
Digital Marketing and Inside Sales Specialist	Geek Tek Pvt Ltd	March 2017 – April 2019

Key Responsibilities

- Develop the strategic marketing plan for IT Services business in partnership with the business leaders.
- Cold calls, Email Campaigns and providing Support to Marketing team in building Marketing Campaigns, blog writing, adding appropriate lists, import & export etc. using tools like CRM HubSpot, Mail Chimp, Panda Doc etc. including online, social media, email, video and web and live events.
- Ensure effective, branded marketing communications including the company website, print communication, and advertising for business services.
- Develop and manage Account–Based Marketing programs within defined accounts.
- Client Communication to get more results and leads

POSITION	COMPANY	DURATION
Inside Sales Specialist	NIIT Technologies	November 2015 – February 2017

Key Responsibilities

- Cold calls, email campaigns and various modes to generate new business.

- Marketing and Selling IT based technology services to existing as well as converting new opportunities.
- Maintaining Lists and Folders in Pardot.
- Adhering to Pardot tool guidelines.

POSITION	COMPANY	DURATION
Inside Sales Account Manager	HCL Technology	December 2013 – November 2015

Key Responsibilities

- Selling Salesforce Editions through cold calls, email campaigns, social media.
- Provide constant resolution to Salesforce customer via mail, call and chat.
- Create and manage custom objects, fields, custom report, dashboard and formulae.
- Integrate third party applications with Salesforce CRM.
- Upsell Salesforce editions.
- Case Management, Email – to – Case.

POSITION	COMPANY	DURATION
Senior ID Admin Security	IBM India Pvt Ltd	July 2009 – December 2013

Key Responsibilities

- Ensuring smooth running of process.
- Providing technical support resolution on lotus ID, Active Directory and SAP support.
- Provide constant resolution to customer via mail, call and chat.
- Managing on-going requests and administrative needs of the users.
- Case Management, Email – to – Case.

POSITION	COMPANY	DURATION
Senior Relationship Manager	Emirates National Bank of Dubai	December 2004 – April 2009

Key Responsibilities

- Selling Various Bank Products that is Current Accounts, Credit Cards, Personal Loan, Mortgage Loan etc. for various banks namely ENBD Bank, Standard Chartered Bank, National bank of Dubai.
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