

RAKSHITHA S

INSIDE SALES SPECIALIST

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CORE COMPETENCIES

- *Lead Generation Inside Sales (B2B & B2C)
- *Email Marketing Campaigns
- *Market Research Analysis
- *CRM Tools: Lead Squared, Zoho CRM
- *LinkedIn Sales Navigator
- *Cold Calling
- *Customer Engagement
- *Strategic Upselling
- *Team Collaboration

EDUCATION

Diploma in Civil Engineering from MS Ramaiah Institute of Technology

ADDITIONAL SKILL

- Team Management
- Leadership
- Effective Communication

PROFESSIONAL SUMMARY

Self-motivated, reliable, and hardworking sales professional with a proven track record in lead generation, market research, and B2B/B2C inside sales. Adept at identifying target audiences, developing strategic campaigns, and converting leads through strong communication and relationship-building skills. Highly adaptable team player seeking to contribute to the success and growth of a dynamic organization.

WORK EXPERIENCE

Aster Health Academy | February 2025 – August
Inside Sales Admissions & Academic Consultant

- > Engaged with over 100 doctors and medical students monthly to explain academic programs and support them through the admissions process, achieving a 30% increase in enrollments.
- > Advised healthcare professionals on higher education pathways and long-term career development, enhancing student satisfaction and retention.
- > Utilized CRM tools to manage a pipeline of over 200 leads, ensuring timely follow-ups and engagement with prospective students.
- > Collaborated with academic and marketing teams to streamline onboarding processes, resulting in a 25% reduction in student onboarding time.

UNEXT Learning Private Limited
Inside Sales Specialist

- > Engaged leads and successfully closed deals with a 40% conversion rate through persuasive sales strategies and needs analysis.
- > Upsold and upgraded products/services based on customer requirements, contributing to a 20% increase in revenue.
- > Managed CRM tools effectively to track and follow up with clients, ensuring no opportunities were missed.
- > Coordinated with marketing and strategy teams to align lead generation efforts, improving lead quality and sales efficiency.

Deskfactors Technologies Pvt. Ltd.
International Inside Sales Specialist

- > Generated over 500 B2B sales leads using personalized email campaigns, increasing lead acquisition by 35%.
- > Conducted extensive market research across global regions (US, UK, Canada, Europe), identifying new business opportunities.
- > Created and maintained databases using improved lead tracking and engagement.
- > Worked across multiple verticals, including enterprise and manufacturing, developing tailored service proposals to meet diverse client needs.

Entwine Solutions Pvt. Ltd.
Marketing Specialist

- > Led initiatives in lead generation, content creation, and campaign optimization, resulting in a 50% increase in marketing-qualified leads.
- > Managed email marketing campaigns, achieving a 15% improvement in open rates and lead conversion rates.
- > Collaborated with sales teams to qualify and nurture prospects, fostering enhanced communication and client relations.