

Ajaykrishnan Veluchamy

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11+ YEARS HIGH-IMPACT SENIOR MANAGEMENT PROFESSIONAL

Seeking challenging managerial assignments

Preferably in IT, SaaS, Advertising or Media Industry



PROFESSIONAL PREFACE

- Seasoned and resourceful professional; contributing with a decade of successive experience in driving year-over-year organizational growth while spearheading **Marketing & Advertising Management, Business Development, International IT Sales, Brand Management, Project Planning and Implementation, Team Building and Leadership, and Client Centricity**
- Presently spearheading innovative SaaS Based IT Products & Business Automation Projects Selling with the required team as **Business Development Manager** with SelfTech Solutions Pvt Ltd.
- Strategy architect in developing name as a brand while designing cost-efficient execution programs on Target Audience & Customer Analysis, Competitive Analysis, Collaborator Analysis, and Industry Analysis
- Showcased an exemplary record in the following:
 - Demonstrated excellence in designing and strategizing the whole marketing and sales plan for SaaS based Business Intelligence and Automation projects with respective to their funnels.
 - Built brand values for startup, enterprise and corporate clients from scratch with Inbound Marketing, Outbound Marketing and Attribution Marketing.
 - Designed and developed the online B2B business search engine portal **hellonagpur.com** and started selling packages for both print and online advertisements, business listings, lead generation and selling.
 - Designed and developed the doctor's information portal consisting of 11 districts in the Vidarbha Region at Maharashtra named **justdoctors.in** and started selling packages on listings and advertisements on that
 - Compiled and composed Click IT News B2B Monthly Magazine with 60% more profit than the last years
 - Compiled and composed **hellonagpur.com** B2B Bi-Monthly Magazine with 70% more profit than the last years
- Highly influential in direction and management; providing headship for the team by building and motivating team members to meet project goals, adhering to their responsibilities and project milestones
- Well-rounded leadership** with strong interpersonal, management, problem-solving, and relationship-building skills

KEY AREAS OF EMPHASIS

Marketing Management // Business Development // International Sales // IT Sales // SaaS Sales // Advertising // Product Promotion and Management // Marketing Penetration and Expansion // Social Media Management and Social Media Ads // Digital Marketing // Marketing Campaigns // Brand Visibility Development // Competitor Analysis // Strategic Planning // Team Building and Leadership // Client Centricity



PROJECTS UNDERTAKEN

Championed success in the accomplishment of multiple projects throughout the tenure:

Project: 1

Openlink – SaaS Based Marketing Automation Platform & Application

- Responsible for creation and execution of end-to-end marketing & sales campaigns to position the project as solution for customers and partners worldwide.
- Putting together and deliver technical and business-level messaging, building up potential contact list
- Implement go-to-market strategy, and you craft sales enablement plans for the product offerings.
- Partnering with product development, marketing and sales teams through the complete product development cycle to help create the communication strategies for the marketing automation platform.
- Increasing project solutions' social, digital and events presence and visibility.
- Working with marketing and business development team to craft and review marketing content and run dedicated marketing campaigns.
- Taking care of the creative development and publication of a wide range of product related marketing material from writing blog posts, thought leadership pieces, case studies, conducting webinars to conveying products specs to the customers and partners.
- Taking care of sales efforts by developing enabling collateral for all stages of the sales cycle, like slide decks, whitepapers, videos etc.
- Responsible for brand management and identity: also contributing towards building a strong corporate brand with deep reach into global SaaS based marketing community.
- Analysing and reporting marketing KPIs to track impact, optimize and improve our positioning with B2B, enterprise and corporate customers.

Project: 2

Paayra – SaaS Based CRM and Cloud Telephony IVR Platform

- Responsible Orchestrating digital content strategies across all online platforms.
- Driving traffic and engagement that translates to sales and brand promotion.
- Managing a content marketing budget.
- Measuring the results of marketing activity to inform future marketing campaigns.
- Managing a team of writers, illustrators, and data analysts.
- Implementing SEO best practices.

- Knowing which platform different kinds of content are best suited to.
- Designing and implementing creative marketing strategies to disseminate content.
- Support the generation new paid search campaigns, ad groups, and accounts and aid in the creation of new paid search marketing initiatives.
- Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance client goals.
- Monitor and evaluate search results and search performance across the major search channels.
- Setting up targets to the marketing, advertising and business development teams. Guiding them to the right ROI.

Project: 3

Justdoctors.in – Contains huge database of doctors information in Central India

- Analyzed & compiled the whole website by managing database & advertisements
- Compiled & composed Vidarbha Doctors Information Directory (VMID) Thrice in 4 years. A directory contains 11 districts with 20,000 Doctors information.
- Compiled & Composed Indian Medical Association (IMA) members Information Directory. A directory contains 8,000 Verified Doctors Information.
- Compiled & Composed Vidarbha Orthopaedic Society (VOS) Members Information Directory launched at VOSCON-2015
- Engaged in recruiting Team Members according to the project needs by registering in various leading websites
- Instrumental in setting up goals to the sales team & the Data Collection Team for every project.
- Proven ability in setting up Tele verification & Direct verification Teams
- Coordinated with the Associations of Doctors & Healthcare Dealers for Database Compiling & advertisements
- Reviewed collected data, categorization & keywords specification according to Doctor's Qualification
- Converted all the information in CSV format for printing & online publishing using Microsoft Excel
- Implemented efficacy in placing advertisements according to sales, in printing as well as online publishing
- Managed & Maintained the website, planning & implemented better improvements
- Expertise in conducting Competitor Analysis & Brand Management; as well as, Digital Marketing & SEO Analysis

Project: 4

Clickitnews.in – Central India Edition (B2B Monthly Magazine)

- Team Management - Setting up goals for sales, Digital Marketing & Developers
- Compiled the whole magazine by coordinating with the Designing Department
- Managed advertising agencies for monthly advertisements, collected materials for printing & online publishing
- Managed PR agencies for the Press Releases to be posted online & Print Magazine
- Analyzed with magazine distribution team for better response to the clients
- Analyzed the articles that to be posted on website, as well as, the whole website
- Deft at managing the Web development Agency for further development, current website improvements & bugs
- Instrumental in carrying out Competitor Analysis & Brand Management
- Efficiently contributed in conducting Digital Marketing & SEO Analysis



11+ YEARS CAREER CONTOUR

Since May'22, as **Senior Business Development Manager with LemonPeak IT Services Pvt., Ltd.**

Key Result Areas:

- Undertake market research work or specific marketing projects as required by the company. This includes working on large projects as part of a team in the Chennai offices or a virtual team with members in other locations.
- Providing expert market analysis and strategic advice to clients/customers on the development of new options/markets/strategies. This includes specific advice on market entry strategies.
- Working with abroad clients to identify/explore new directions in their businesses and develop solutions relevant to their specific needs.
- Assisting and coordinating inbound official visits, trade mission programs and major business seminars/exhibitions that promote company's products and services.
- Identifying trade and Investment opportunities in the India-Gulf, USA, Australian & European regions and provide support for company's businesses.
- Research significant developments in the economic and business environment that impacts on the company's business interests and prepare briefs and supporting documents.
- Participate in the development and implementation of the Lemonpeak office systems and business planning.
- Demonstrating effective leadership and integrity by complying with the Departmental Code of Conduct and all Policies and Procedures.

Oct'21 – Apr' 22, as **Business Development Manager (SaaS) with SelfTech Solutions Pvt., Ltd.**

Key Result Areas:

- Managing & reacting with speed to the evolving world of SaaS, both externally in understanding the market, and internally as our processes and terms evolve.
- Contract negotiations: Finalize contractual terms and support revenue organization to close the transaction.
- Strategy planning: Ensure the sales team builds and executes a coherent strategy backed by a proven concession plan.
- Case management: Lead teams in closing groundbreaking deals; evaluate and handle risk within a deal.
- Support, coach and mentor business partners and co-workers with their understanding of our contract terms.
- Share experience and knowledge with the sales and finance teams.
- Build repeatable sales processes, train the sales team and monitor compliance.

Jan'20 – Sep'21, as **Business Development Manager** with **Nonstop Corporation**

Key Result Areas:

- Evaluating performances in generating more international leads via digital marketing in the Covid-19 pandemic scenario
- Scrupulous approach in handling innovative Website Development and Digital Marketing Projects with the available team and successfully delivered those within the time frame
- Proactively engaged in evaluating and effectively defining business requirements with the right tools, applications and systems integration
- Proven expertise in performing UI based research and testing to increase leads from the websites in adherence to the required standards
- Drove performances in the management of map, document and improving business processes and workflows
- Instrumental in gathering and data analyze in support of business cases, proposed projects and systems requirements from a functional and technical perspective
- Mastered in Google Ads, Facebook and Instagram Ads and made a strategic plan that works better for the clients

Feb'11 – Jan'20 with **Vignesh Enterprises (hellonagpur.com)**

Career Progression:

Manager (Advertising & Marketing) || Feb'14 – Jan'20

Assistant Manager (Marketing & Advertising) || Feb'11 – Jan'14

Key Result Areas:

- Overall 2700+ clients for the company in Vidarbha Nagpur Region and 400+ clients globally
- Gained deep insights about the tradesperson insights, and implementing efficacy in translating findings to business improvement initiatives, particularly in Lead Generation and building a system for the team
- Build relationships with key stakeholders and coordinate drive impacts across teams to achieve objectives
- Understood expected benefits for planning and prioritize deliverables and milestones, ensured to minimize risks and achieve process improvement objectives
- Meticulous approach in utilizing project planning methodologies to successfully implement solutions
- Competent to clearly break down business problems or complex issues, understanding and articulating cause and effect, drawing logical conclusions from data or issues and developing improvement recommendations
- Actively involved in performing tasks entailing project administration, coordinated meetings, consolidated project status reporting and maintenance of tracking logs such as issues, risks, and change requests
- Motivating team members to meet project goals, adhering to their responsibilities and project milestones.



ACADEMIC CREDENTIALS

- Bachelor of Engineering (Information Technology) from Marathwada University; **2010**
- ERB Certification Program – Master of Leadership and Strategy Management; **2021**
- Google Certifications – Search Ads, Shopping Ads, Display Ads, Video Ads; **2021**
- Klaviyo Product Certification – Product Email Marketing Conclusion and Certification; **2021**
- Udemy Certifications – Mastery in Facebook and Instagram Ads Management; **2021**



TECHNICAL FORTE

- **Well-versed with the following technical areas of expertise entailing:**
 - **Contact Besed Lead Gen:** Linkedin Sales Navigator, Zoominfo, Lusha, SignalHire, Apollo.io
 - **Digital Marketing:** On-Page & Off-Page SEO, Technical SEO, Local SEO, Enterprise & Corporate SEO
 - **SEM:** Google PPC Ads, Bing Ads, Google SA 360, Google Tag Manager, Google Data Studio
 - **SMM:** Facebook-Instagram Ads, Twitter Ads
 - **Email Marketing:** Klaviyo, MailChimp, Active Campaign, Template Designs, Automation Campaign Series/Flows
 - **Designing Tools:** Excellent in CorelDraw 2021 (Corporate Branding and Advertisements), Photoshop, Canva
 - **Project Management:** Basecamp, Slack, Trello, Zoho, Ringcentral Glip
 - **CRMs:** Zoho, Hubspot, Oodoo
 - **IVR:** Tata Cloud Telephony
 - **Database:** MySQL, Excel 2013/2016, Google Sheets (CSV Bulk data Management)
 - **Languages Handled:** Core PHP, HTML5, CSS, Wordpress, Woo Commerce, Big Commerce, Shopify
 - **Operating Systems:** Windows 11 and earlier



PERSONAL SNIPPET

Date of Birth: 13th May'89

Linguistic Ability: English, Tamil, Hindi, and Marathi