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[utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=android_app](https://www.linkedin.com/in/venkatesh-solaiyappan-727bb629b?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=android_app)

PROFESSIONAL SUMMARY

Dynamic and results-oriented Inside Sales and Business Development Professional with hands-on experience in IT and SaaS-based environments. Skilled in lead generation, CRM management, client engagement, and digital marketing. Proven ability to identify prospects, manage the sales pipeline, and convert qualified leads into long-term customers. Passionate about using technology and data-driven insights to drive business growth and enhance customer experience.

PROFESSIONAL EXPERIENCE

Sales and Marketing officer

 Feb 2025 - Present
 Sivakasi

[Aiimtech software systems](#)

Engaged with healthcare and IT clients to promote SaaS-based Hospital Management Software.



Generated qualified leads through email campaigns, CRM outreach, and digital channels.

Conducted product demos and follow-ups to convert prospects into paying customers.

Managed client databases using HubSpot CRM, ensuring accurate tracking of leads and deals.

Collaborated with the product and marketing teams to align sales efforts with campaign goals.

Process officer

 Aug 2024 - Nov 2025
 Chennai

[ATOS SYNTEL](#)

Supported business process operations, ensuring data accuracy and workflow efficiency.

Coordinated between internal departments to resolve client queries and maintain service levels.

Gained exposure to IT-enabled services and enterprise data systems.

EDUCATION

MBA in Marketing and operations

Apr 2024

[Bharathiar University](#)

GPA: 7.8

Customer relationship management

Brand Management

Apr 2022

Bachelor of science in Mathematics

Madurai Kamaraj University

GPA: 7.8

CERTIFICATIONS

Email marketing

Hubspot

Digital Marketing

Hubspot and Google Digital garage

Customer relationship management

NPTEL

Fundamental of business analysis

Coursera

CORE COMPETENCIES

Technical Skills:

Hubspot Crm

Microsoft office suite

Tools & Software:

Data visualization

Canva

Soft Skills:

Inside sales

Lead generation

Client relationship management

Business development strategy

SAAS product sales

Market research

Email Marketing

LANGUAGES

English ★ ★ ★ ★ ★ Advanced

Tamil ★ ★ ★ ★ ★ Native

INTERESTS & ACTIVITIES

Reading

Music