

Murasulimaran Kathiravan

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Vazhapadi (PO)

Salem, Tamil Nadu, 636115

Profile

Versatile professional with strong skills in Microsoft Excel, data management, email marketing, and teamwork, offering expertise in problem-solving, time management, and effective communication.

Experience

Senior Research Executive

Znaly Technologies • Coimbatore, Tamil Nadu

Jan 2022 to Dec 2024

Experienced in developing and executing strategies to identify, qualify, and convert leads to Business growth.

Skilled in using automation tools (e.g., Instantly.ai, Apollo.io) to streamline lead management and nurture prospects. Proficient in data analysis and reporting with MS Excel to optimize campaigns and track performance.

Extensive experience in handling US & Canada clients, building strong relationships, and ensuring customer satisfaction. Strong communicator and collaborator with a proven ability to work cross-functionally to achieve business goals.

Part of the Customer Success team, ensuring client satisfaction and retention. Independently handled follow-ups and managed unresponsive leads, optimizing lead sheets monthly.

Achieved daily dialing and lead generation quotas, consistently meeting company sales goals. Regularly attended sales meetings and quarterly training to enhance skills.

Managed DNS backend connections, ensuring efficient domain resolution and accurate routing of traffic through authoritative servers and DNS records (A, MX, CNAME).

Production Incharge

S K A Dairy Foods India PVT LTD,

SOUTH, POST, Muthampatti, Vazhapadi, Tamil Nadu 636111

2018- 2020.

Extensive experience in ensuring the quality and safety of milk and curd products, with a strong focus on compliance with industry standards and regulations.

My expertise includes closely monitoring production processes, conducting detailed quality tests, and analyzing results to ensure products meet safety and quality benchmarks.

I am skilled in identifying potential issues, implementing corrective actions, and making process improvements to maintain product consistency and integrity throughout production.

Technical Skills

- Microsoft Excel
- Web Research
- Email Marketing
- Email Automation Tools
- GMEE - Database Management
- Yellow Page - Database
- SQL
- Python

Education

B. VOC. Food Processing Technology
(PSG CAS) Coimbatore
2015 - 2018

Tagore Matric Higher Secondary School, Deviyakurichi, Attur, Salem -
636112 (2015) - 72%

Sri Saradha Matric Higher Secondary School, Attur, Salem - 636108
(2013) - 79%

Pronouncement

I hereby declare that the information provided in this resume is true and accurate to the best of my knowledge. I understand that any false statements or omissions may result in disqualification from consideration for employment.

Murasulimaran Kathiravan