



MUTHU PRIYADHARSHINI

Versatile Business Professional



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TamilNadu



[Linkedin Profile](#)

EDUCATION

MBA - MARKETING & HR

UNIVERSITY OF MADRAS

2021 - 2023

B.SC., PHYSICS

PSGR KRISHNAMMAL COLLEGE FOR WOMEN

2018 - 2021

SKILLS

- Market Research
- Lead Generation
- Sales Pipeline Management
- CRM Proficiency
- Active Listening
- Digital Marketing
- Brand Awareness
- Industry Knowledge
- Product Knowledge

ABOUT ME

Highly adaptable and results-driven management professional with extensive experience in corporate environments. Skilled at learning and excelling in fast-paced settings, I am seeking a long-term opportunity in a dynamic workplace where I can continue to grow and contribute meaningfully to organizational success.

WORK EXPERIENCE

BUSINESS DEVELOPMENT EXECUTIVE

MXTECHIES

May 2024 - Present

- Lead generation for Mendix low-code platform, targeting the US and APAC regions using organic methods such as email campaigns, LinkedIn outreach, and cold-calling.
- Successfully generated over 15 qualified leads for various digital transformation projects.
- Schedule and follow up on sales calls, ensuring smooth communication and engagement with potential clients.
- Utilize sales tools like Sales Navigator, SalesQL and Lusha to identify and qualify prospects more efficiently.
- Experienced in both inbound and outbound sales processes, with foundational knowledge of key account management.
- Proficient in MS Excel for data management and analysis, and MS PowerPoint for preparing impactful sales presentations.
- Travelled within India for business purposes.

JUNIOR EXECUTIVE

COGNIZANT

Oct 2023 - April 2024

- Handled technical recruitment for 20+ IT skills, including low-code platforms (Pega, Appian, Mendix), using Naukri and LinkedIn.

CONTRACTOR

LTIMINDTREE

May 2023 - Oct 2023

- Managed backend clearance processes for employee separations, ensuring smooth offboarding using SAP SuccessFactors.

VOLUNTEERING

MEMBER | MYRAFIKY

MENTAL HEALTH COMMUNITY

June 2024 - Present

- Organize weekend events, enhancing event management skills and spontaneous thinking.
- Engage with new people regularly, overcoming hesitation in networking.

TRAINER | TEAM EVEREST

NGO

June 2024 - Present

- Guide college students in aptitude, logical reasoning, and soft skills.
- Trained over 50 students in a classroom model, helping them enhance their career prospects.