



SAJITH SEBASTIAN

Marketing & Sales Specialist

Results-driven **Marketing & Sales Specialist** with 10+ years of experience and a proven ability to develop and implement strategic marketing campaigns that enhance brand visibility, generate leads, and drive revenue growth. Adept at project management, market research, and performance analysis, with a keen eye for optimizing marketing initiatives. Strong communication and organizational skills with a track record of delivering impactful marketing solutions within set timelines and budgets. Passionate about fostering customer relationships and driving business success through targeted marketing strategies.

Contacts

Phone: +91 90723 72608

Email: sajithsebastian12@gmail.com

LinkedIn: www.linkedin.com/in/sajith-sebastian-07ba4b35

Location: Kochi, India

Dob: 26th January, 1987

Nationality: Indian

WORK AUTHORIZATION:

Eligible to work in Germany under the Chancenkarte program (Validity: 01-01-2026 to 31-12-2027)

Education

- **Postgraduate Diploma in Business Administration** (October 2015 - January 2017)
University of Canterbury, Christchurch, New Zealand
Focus: Business Strategy, Accounts, Finance, and Marketing
- **Environmental Economics for Non-Economists** (July 2016 - January 2017)
Massey University, Palmerston North, New Zealand
- **Bachelor of Arts in English Literature** (January 2007 - January 2010)
Loyola College, Chennai, India

Certification

- **IT Fundamentals & MS Office 2007** – NIIT Kilpauk, Dec 2010
- **Soft Skills & Personality Development** – Kingmakers, Chromepet, Mar 2007

Work History

Sales Specialist

Qatari Energy & Industrial Services W.L.L | February 2024 – Dec 2025

Mechnozeal Trading & Services, Qatar | February 2023 – February 2024

- Execute various components of the marketing strategy, ensuring alignment with business objectives.
- Conduct in-depth market research to analyze consumer behaviors, industry trends, and competitive positioning.
- Utilize **Google Analytics** and marketing tools to track and evaluate campaign performance, providing data-driven insights for continuous optimization.
- Collaborate with cross-functional teams to develop compelling marketing materials, presentations, and promotional content.
- Monitor and enhance key performance indicators, generating **weekly reports** to measure marketing effectiveness.
- Edit and refine marketing content, ensuring brand consistency and adherence to company guidelines.
- Organize and manage marketing collateral, training materials, and communication assets.
- Support the sales team by identifying potential business opportunities, generating leads through **cold calling, networking, and database prospecting**.
- Stay updated with industry best practices by attending workshops, professional seminars, and networking events.
- Develop and implement strategies for **customer engagement, market penetration, and brand positioning**.

Marketing Specialist

WEWIN ENTERPRISES | January 2017 - November 2023

- Designed and executed **market research initiatives** to identify consumer needs, preferences, and market trends.
- Engaged with key stakeholders, including doctors, pharmacists, and healthcare professionals, to promote and position products effectively.
- Achieved and exceeded **sales targets** by leveraging a deep understanding of customer needs and offering tailored solutions.
- Conducted **competitor analysis** to assess market positioning and identify opportunities for differentiation.
- Led the development of promotional campaigns, enhancing customer engagement and retention.
- Utilized advanced **analytics tools** to track campaign success, adjusting strategies

Key Skills

- Brand Development & Positioning
- Social Media Marketing & Management
- Content Creation & Copywriting
- SEO & SEM Strategies
- Paid Advertising & PPC Campaigns
- Email Marketing & Automation
- Sales Strategy & Pipeline Management
- Public Relations & Corporate Communications
- Event Planning & Promotional Campaigns
- KPI Tracking & Performance Metrics Analysis

Honors & Awards

- **Citi Bank Operations & Technology Team Award** – Quarter 4, 2013

Hobbies & Interests

- **Cricket Enthusiast** – Former player at *Merivale Papanui Cricket Club (MPCC, Papanui), Christchurch, New Zealand.*

Languages

- English
- Malayalam
- Tamil
- Hindi

to maximize performance.

- Strengthened relationships with clients, fostering **long-term business partnerships** and increasing brand loyalty.
- Developed sales pipelines through proactive **lead generation, cold calling, and networking activities.**
- Conducted in-depth research on competitors to enhance market positioning and optimize sales approaches.

Executive

Citi Bank | November 2012 - April 2014

- Provided **exceptional customer service**, resolving queries efficiently while handling 80-100 calls per day.
- Managed customer escalations with a **solution-oriented approach**, ensuring high levels of satisfaction.
- Cross-sold banking products and services by identifying customer needs and recommending relevant financial solutions.
- Assisted in **lead generation** by identifying potential customers and guiding them through the sales funnel.
- Collaborated with the **back-office team** to streamline business operations and enhance customer support.
- Developed and executed strategic sales initiatives to **boost revenue and market share.**
- Provided insightful customer feedback to the management team, contributing to product and process improvements.
- Encouraged customers to adopt digital banking solutions, promoting **channel migration** for a seamless experience.

Senior Customer Service Executive / Business Trainer

Firstsource Solutions Ltd | August 2011 - November 2012

- Conducted **training programs** for customer service executives, enhancing product knowledge, communication skills, and problem-solving abilities.
- Managed a high volume of customer interactions, focusing on **first-call resolution** and service excellence.
- Developed structured **refresher courses** and **soft-skills training sessions** for newly onboarded associates.
- Provided **real-time call monitoring**, coaching agents on best practices for customer interactions.
- Fostered strong relationships with field operations teams, enhancing service delivery and business development opportunities.
- Implemented customer service training methodologies, leading to improved service standards and customer satisfaction scores.
- Delivered **empathetic customer interactions**, ensuring a positive brand experience and fostering client loyalty.