



LINJU MARIAM SABU

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PROFILE SUMMARY

- MBA Professional with more than 1 year in Technology company.
- Good Exposure in Client facing roles and with CXO level interaction.
- 1+ years of experience in technology sales.
- 1+ years experience in requirement gathering and business analysis.
- 1+ years experience in cross-functional stake holder management.

EDUCATION

MBA - MARKETING with BUSINESS ANALYTICS

Christ Institute of Management, Lavasa, Pune
2016 – 2018

BTech - ELECTRONICS AND COMMUNICATION

Hindustan University, Chennai
2011 – 2015

SKILLS SUMMARY

- Fundamental of Business Analysis & Requirements Gathering.
- Basics of Waterfall and Agile Software Development Methodology.
- Fundamental Knowledge of Machine Learning and AI.
- Microsoft SQL
- Python
- Tableau
- Basics of Microsoft Azure

WORK EXPERIENCE

1. KADENCE ENTERTAINMENT TECHNOLOGY

Bangalore, KA / Feb 2020 – March 2020

ASST. HEAD OF SALES

- Responsible for Professional Audio and Lights for Pan India regions.
- Supporting sales and lead generation efforts by identifying potential customers.
- Scheduled appointments, gave product demonstration and negotiation.
- Responsible for spreading awareness of Pro- Lights and Audio to new markets in Bangalore and other parts of India.

2. TATA ELXSI

Chennai, TN / April 2018 – May 2019

EXECUTIVE SALES -

- Responsible for Tata Elxsi, SIS Division for Chennai and Trivandrum regions.
- Design and implement a strategic business plan that expands company's customer base and ensure it's strong presence for Chennai and Trivandrum regions.
- Supporting sales and lead generation efforts by identifying potential customers.
- Scheduled appointments, gave presentation and interacted with C-level and senior management of corporate and government agencies.
- Technology involved were Executive Briefing Centers/ Experience Centers (EBC/EC), VR/AR/MR, IOT, Additive Manufacturing etc.
- Meet with existing customers to discuss their evolving needs and to assess the quality of our company's relationship with them
- Worked in collaboration with different teams for design, content and technology for the customization of solutions.
- Took part in negotiation and project execution.
- Identify emerging markets and market shifts while being fully aware of new products and competition status.

INTERNSHIPS

• **Kotak Mahindra Bank**

Summer Internship Programme in Kotak Mahindra Bank as part of the corporate salary team (May 15th- Jun 30th, 2017). Worked for customer acquisition and customer retention of Preferred Plus corporates in Mumbai, in the Kotak Mahindra main office in Malad and office in Kalina, Santa Cruz.

• **Hygiene Research Center Pvt. Ltd, Goregaon**

Summer Internship in Hygiene Research Center Pvt. Ltd, Goregaon in Mumbai in Organizational Structure (May 2nd- May 31st, 2016). Observed the functioning of various departments. Highly established company with their most famous products being Vasmol Kesh Kala and Streaks Hair Colour.

• **Kerala Electricals and Allied Engineering Co. Ltd (KELS)**

Received In-plant training at Kerala Electricals and Allied Engineering Co. Ltd (KELS) from May 5th- 24th, 2016. The company has high profile customers like Indian Railway and various Defence establishments. It produces brushless alternators for general purpose and ac coaches, power and distribution transformers and steel structures for the Indian Railways.

PROJECTS

- Master Thesis on "**The effects of Self- Identity and Attitudes on the purchase decisions of Cosmetics in India**" (Nov 27th, 2017- Mar 17th, 2018) . The target group was women of age group 18- 60 years in Tier I and Tier II cities in India of middle- high income group. The effect of external factors like religious.

SKILLS

- Problem Solving
- Project Management
- Adaptability
- Collaboration
- Strong Work Ethic
- Time Management
- Critical Thinking
- Leadership

TECHNICAL SKILLS

- Microsoft Excel
- SPSS
- Basic R Programming
- Python
- Machine Learning

sentiments, available store, brand perception, influencers have on the purchase. This thesis shows the changes in purchase behavior of the group than previous studies and the untapped potential of the market

- Project on topic “**Potential threats to Mahindra and Mahindra’s SUV market in India** “ (Sept- Dec, 2017). Here the potential threats were analyzed through the changes in consumer behavior and product offering by the competitors. The primary data was collected through online survey and analyzed using statistical tools like Cluster Analysis and Factor Analysis with the help of SPSS and Microsoft Excel.
- Live Project on **Resolving Issues of Service Quality in Ashiana Retirement Home, Lavasa** (Dec 3rd, 2016 -March 16th, 2017). Conducted research by interacting with customers and management, examining their services, identifying the problems and providing solutions for it.

ACTIVITIES

- Ran an entrepreneurial initiative with three other students in Lavasa where we ran breakfast and refreshments on all sundays and holidays and refreshments on all college related days
- Worked as an organizer and volunteer in
 - ❖ Xellenz’16- Intracollege B-Fest
 - ❖ Colours of India, Lavasa(2016)
 - ❖ CIM Ethnic Day(2016)
 - ❖ Xubrenz’17 national B-Fest.
- Was the head of online promotions for the Ride for Peace event organized by CIM Lavasa on Nov 26, 2017.
- Worked as an Head Student Event Coordinator for
 - ❖ International Conference (Feb17-18th, 2018),
 - ❖ Ethnic Day(2018)
 - ❖ Christel House Sports Day (2017).
- Music- Plays Keyboard and Violin. And is part of the Christ Institute of Management choir and was part of Hindustan University choir also.
- Part of the National Service Scheme (NSS) in my school.

PERSONAL PROFILE

DOB- 21/10/1992

Gender- Female

Nationality- Indian

Languages Known- English, Malayalam, Hindi and Tamil(speaking)

Communication Address: Hulimavu, Bangalore

Permanent Address- Ampalathinkal P.O Konni, Pathanamthitta

REFERENCE

Furnish upon request