

SUDHARANI TALLAPANENI

SUMMARY

Confident Marketing Manager successful at increasing monthly revenue using insightful marketing strategies.
Skilled at understanding customer requests and meeting needs.
Further success by strengthening staff training, streamlining internal systems and facilitating sales techniques.

EXPERIENCE

Manager Business Development, 04/2018 - Current
Murli Krishna Pharma Pvt. Ltd. - Pune, Maharashtra

My core competencies include Business Development, Pharmaceutical Sales, Client Relationship Management, Market research and Analysis. I focus on aligning customer needs with innovative solutions.

Sr. Officer Business Development, 09/2013 - 04/2018
Murli Krishna Pharma - Pune, Maharashtra

- Managed escalated client enquiries with exceptional professionalism and enthusiasm to maintain trust and reliability.
- Maximized outreach by implementing marketing strategies to grow customer base
- Built new business partnerships to drive customer acquisition and generate revenue.
- Updated and maintained websites to required quality standards with SEO for increased conversions.
- Identified, developed and evaluated marketing strategies based on knowledge of company objectives and market trends.
- Prepared detailed marketing forecasts on daily, weekly and quarterly basis.
- Generated new business by developing special projects for existing and prospective customers.

Marketing Executive, 04/2012 - 08/2013
Calisto Pharma - Hyderabad, Telangana

Marketing Executive, 11/2010 - 12/2011
Spansules Pharma - Hyderabad, Telangana

Marketing Assistant, 08/2009 - 04/2010
Murli Ksrishna Pharma - Pune, Maharashtra



CONTACT

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SKILLS

- Sales and market development
- Client contract negotiations
- Business planning
- Performance tracking and evaluations
- Strategic decision-making
- Sales trend forecasting
- Process improvement
- Sales pipeline management
- Lead generation
- Market and competitive analysis
- Relationship development
- Pricing strategies
- Marketing strategy development
- Network engagement
- Sales reporting
- Market and competitor analysis
- Financial forecasting
- Trade planning
- Sales operations
- Compelling leadership skills
- Social media savvy
- Recruiting and hiring
- Sales process
- Multidisciplinary team leadership
- Customer rapport

Business Development Executive, 04/2006 - 07/2009
V-Soft Consulting Group - Hyderabad, Telangana

EDUCATION

Post- Graduate Diploma in Management, International Business, 2022
Welingkar Institute - Mumbai, MH

Bachelor of Arts, Special English, 2004
Andhra University - Andhra Pradesh

- Established track record of exceptional sales results
- Superb time management
- Resolution-orientated
- Well-versed in contract law
- Energetic
- Team oversight
- Global company sales background
- Communication and engagement techniques
- Excellent communication skills
- Event planning and execution