



## Swetha S Nair

### Details

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DATE OF BIRTH  
16/05/1993

NATIONALITY  
Indian

PASSPORT NO  
V 6180960

### Skills

- Sales Skills
- Market Research
- Target Audience
- Market Expansion
- Client acquisition

### Languages Known

- English
- Hindi
- Malayalam

## Profile

Seeking challenging and progressive career with an organization where knowledge will contribute to its growth and work environment and challenges will help developing my skills in establishing me as a strong individual.

## Employment History

### Business Development Officer at Top for Ads, India.

SEP 2020- OCT 2023

- Conduct market research to identify potential business opportunities and market trends.
- Generate leads through various channels, including networking, cold calling.
- Develop and maintain relationships with potential clients. Prepare and present proposals to clients.
- Identify and pursue strategic partnerships and collaborations that can benefit the company.
- Prepare and maintain accurate sales forecasts and reports. Develop and implement strategies to expand the company's market presence.
- Build and maintain strong, long-lasting customer relationships.

### Purchase Coordinator at Buildstone General Trading, India

JUNE 2017- AUG 2020

- Demonstrated ability to negotiate favourable terms with suppliers and consistently achieve cost savings.
- Proven track record of building and maintaining strong relationships with key suppliers, resulting in improved supplier performance and reliability.
- Successfully implemented inventory control strategies that minimized excess inventory and reduced carrying costs, while ensuring product availability to meet demand.
- Skill in identifying and on boarding reliable and cost-effective vendors through rigorous selection and qualification processes, ensuring a reliable supply chain.
- Implemented efficient procurement procedures, resulting in reduced lead times, improved order accuracy, and enhanced overall process productivity.

### Business Development Coordinator at Orell Techno Systems India

AUGUST 2016— JUNE 2017

- Worked with the senior management to come up with new business plans for the company.
- Collect relevant data on the industry and the market and collaborate with other teams to utilize the data to increase sales.
- Participate in the marketing campaigns and giving timely input based on the analysis of relevant research data

## Education

**Master of Business Administration, Mahatma Gandhi University, Kerala**  
2016

**Bachelor of Arts in English, Mahatma Gandhi University, Kerala**  
2014