

Madhurima Sujith

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Summary

Digital Marketing & E-commerce Executive with a strong foundation in sales, business development, and educational solutions. Experienced in planning and executing digital marketing campaigns across SEO, SEM, SMM, and Meta Ads to drive brand visibility and increase revenue.

Proficient in e-commerce sales management, performance tracking, and market analysis using tools like Google Analytics. Successfully led curriculum rollouts across 90+ schools and managed B2C sales for top ed-tech brands, consistently surpassing revenue goals. Known for strategic thinking, cross-functional teamwork, and delivering measurable results.

Work Experience

Digital Future Solutions LLC,

10/2024 – present | Dubai, UAE

Digital Marketing and E-commerce Strategist

- Managed digital marketing campaigns, including SEO, social media, and paid ads.
- Handled e-commerce platforms, optimized product listings, and improved sales.
- Created content for social media to boost engagement.
- Analyzed website traffic and campaign performance using Google Analytics.
- Managed online ads on platforms like Google Ads and Facebook Ads.
- Improved search rankings and online visibility through SEO strategies.
- Worked with teams to plan promotions and marketing strategies

Kreedo Early Childhood Solutions,

08/2023 – 06/2024 | Bangalore, India

Implementing Manager

- Spearheaded the implementation of Kreedo's educational curriculum across 90+ schools, ensuring alignment with educational standards and successful program adoption.
- Conducted monthly school visits, providing detailed assessments and actionable feedback to enhance teaching methodologies and educational outcomes.
- Collaborated with school owners and teachers to identify areas of improvement, resulting in a [quantifiable outcome, e.g., "20% improvement in student engagement"].
- Delivered comprehensive training and guidance to school staff, optimizing curriculum integration and boosting operational efficiency.

NIIT Ltd, SENIOR EXECUTIVE - SALES

05/2022 – 10/2022 | Bangalore, India

- Drove the full sales lifecycle for NIIT's career advancement programs, achieving [quantifiable result, e.g., "a 30% increase in conversion rates"] by effectively managing lead engagement from initial contact to post-sales relationship building.
- Delivered persuasive product demonstrations and personalized consultations, successfully closing high-value deals and ensuring client satisfaction.
- Maintained continuous communication with clients through multiple channels (phone, email, chat), building long-term relationships and enhancing client retention rates.

Unacademy, Business Development Executive

04/2021 – 04/2022 | Bangalore, India

- Generated ₹16.5 lakh in B2C sales over a 5-month period, surpassing targets by 30% and significantly contributing to team revenue.
- Strengthened client relationships by establishing clear communication channels, resulting in improved lead conversion and enhanced customer satisfaction.
- Guided customers through the process of preparing for competitive exams (UPSC, IIT/NEET), providing expert advice and personalized support to drive engagement and sales.

Think & Learn Pvt.Ltd BYJUs, Inside Sales Associate

09/2020 – 01/2021 | Bangalore, India

- Expanded the customer base through proactive lead generation and cold calling, converting prospects into high-value accounts and contributing significantly to revenue growth.
- Utilized data-driven insights to guide customers in making informed decisions, positioning BYJU's educational offerings as market leaders.
- Consistently exceeded monthly sales targets, achieving.

Vedantu Innovations, Sr.Academic Counselor

12/2018 – 07/2020 | Bangalore, India

- Increased revenue by driving new business development and customer retention, offering comprehensive product demos and personalized services to meet customer needs.
- Collaborated with the sales team to streamline the sales process, from contract negotiation to account development, leading to improved sales efficiency and client satisfaction.
- Played a key role in account growth by ensuring clients received continuous support, resulting in higher customer retention rates and repeat business

Education

Diploma in Aviation, Hospitality, and Travel

Bangalore

Management, Frankfinn

Specialized in Aviation, Hospitality, and Travel Management

B.Com, Kannur University

2014 – 2017 | Kannur, India

XII, Parassinikkadavu Senior Secondary School

2013 – 2014 | Kerala, India

X, Chovva Higher Secondary School

2011 – 2012 | Kerala, India

Certificates

Human Resource Management — course offered by Great Learning Academy

Google Digital Garage — Google

Social Media Marketing — Certification from the eMarketing Institute

Languages

English

Hindi

Malayalam

Tamil

Skills



Time Management



Ms office



Data-Driven Sales



Analytical Skill



Client Retention & Engagement



Communication & Negotiation



Customer Relationship Management



Sales Strategy & Pipeline Management



SEO



Creativity



Interests



- Painting

- Art and crafts

- Traveling

- Dancing