



# Kuloshini Muthu

BUSINESS DEVELOPMENT

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## ABOUT ME

Experienced Business Development Sales with years of experience. Proven track record of generating high-value leads and closings deals.

## SKILLS

Teamwork

Communication & Networking

Sales & Marketing

Market Research

Computer Skills ( PowerPoint, Microsoft Word , Excel Sheet)

Rapport Bbuilding

Salesforce CRM

Email Marketing

Time Management

Problem Solving & Creativity

B2B sales & B2c Sales

Social Media Marketing

Organizational & Interpersonal Skills

## LINKS

Linkedin:

<https://www.linkedin.com/in/kulos-hini-kulos-6195a9214>

## LANGUAGES

English

Malay

Tamil

## WORK EXPERIENCE

### Business Development

Trueventus Sdn Bhd / Kuala Lumpur / Feb 2024 - Present

- Lead on-site engagement initiatives.
- Develop, assist in selling, and active sponsorship opportunities.
- Cold Calling new prospects.
- Create and execute special events and show initiatives on site.
- In partnership with Brand leadership team, develop partnership programs with key industry associations, educational institutions, and other influencer organizations.
- Work closely with Sponsorship Director and CEO to help clients maximize their returns and meet the right people at our conference.
- Develop initiatives in line with marketing strategy and show objectives.
- Collaborate with the sales team and work directly with fashion brands to solicit industry content.
- Attends local and international conferences and competitive trade shows to gather information on competitive markets.

### Inside Sales Representative

Lat Sense Sdn Bhd / Kajang / Dec 2021 - Jan 2023

- Build, retain, and expand customer relationship using marketing, telephone, email and other inside-based means.
- Cerate orchestrate profiles for each owned account, following account discovery and profiling metrics.
- Align resources together in a way that will maximize revenue, increase customer satisfaction and provide a consistent experience.
- Identify Pattern, trends, issues across accounts, opportunities and relationship.
- Develop Programmatic strategies and events based on identified patterns, trends, issues.
- Prepare weekly forecasts and pipeline reports, using Microsoft's tools and resources.
- Lead; or contribute to win or loss reviews with v-teams.
- Grew client base via marketing & direct outreach

### Social Media Marketing Internships

Lat Sense Sdn Bhd / Damansara / Aug 2021 - May 2024

- Created company pages on various social media platforms to increase visibility and exposure, delivering daily content.
- Developed operating budget to spend for promotions and advertising, seeking cost- effective measures for marketing investments.
- Reviewed goals and strategized to increase consumer interaction.
- Track social media engagement to identify high-performing ideas and campaigns for scalability.
- Conducted research to determine target demographics, platform and brand messaging to provide best results in social media practices.
- Consulted with clients to discuss short-term and long-term goals to develop social media roadmap and produce specific timeline and costs for services. •
- Created video content, infographics and drafted compelling copy to deliver fresh and visual content, increasing traffic and leads
- Boosted brand visibility via daily social media content
- Crafted budget for cost-effective marketing promotions
- Strategized for higher consumer engagement and ROI

### Social Media Internship

Marat Technology Sdn Bhd / Kajang / Jun 2018 - Dec 2018

- Assist with the design and execution of social media campaigns.
- Create weekly and monthly editorial calendars to promote company brands on various social media websites.
- Create and distribute content such as Infographics, Videos, and social media.
- Track social media engagement to identify high-performing ideas and campaign for scalability.
- Support marketing team at live and online events .
- Perform social media marketing research .
- Assist on influencer campaign strategy .
- Create compelling graphics to share across social channels Write social media captions that speak to the company's target audience.
- Designed & executed engaging social media campaigns
- Crafted editorial calendars & boosted brand presence.
- Analyzed engagement data to scale high-impact ideas Develop new strategies for increasing engagement

### Account internship

INSPEN (INSTITUT PENILAIAN NEGARA) / Putrajaya / Jul 2014 - Oct 2014

- General Administration work.
- Shadowing members of the accounting department as they perform their duties.
- Assisting with research, filing data, entry, and recording and maintaining accurate and complete financial records.
- Preparing financial reports, such as balance sheets and income statements, invoices, and other documents.
- Working with bookkeeping software. Handling sensitive or confidential information with honesty and integrity.
- Learning how to work as part of the accounting team to compile and analyze data, track information and support the company or clients.
- Assisted with key financial tasks & data entry for record accuracy
- Engaged in confidential handling of information, upholding integrity
- Taking on additional tasks or projects to learn more about accounting and office operations.

## EDUCATION

Bachelor Business Administration in Marketing (Honours)

University Kuala Lumpur Business School / Kuala Lumpur / 2021

Diploma Marketing

Polytechnic Sultan Azlan Shah / Tanjung Malim / 2018

Certificate Accounting

College Community Hulu Langat / Kajang / 2015