



# ANAND AP

MBA (Marketing & Finance)

## Profile

Four years of experience in IT industry with different roles. Self-Driven and motivated Business Development officer with 2 years of experience collaborating with sales leaders and account executives. As a Marketing officer, plays vital role in the expansion of company product in the market and also plays role of a Business analyst in the company.

## Employment History

### Business Development Officer at JK TECHNOSOFT Ltd

December 2015- November 2017

1. Responsible for account development, cold calling, assessing client needs, and identifying solutions.
2. Perform market research on competitive landscape and industry trends.
3. Train and mentor new executives.
4. Collaborated with cross-functional teams to improve customer service experience.
5. Captured significant competitive business and presented optimum solutions.
6. Communicated directly with customers and resolved any questions or concerns with system needs or configurations.
7. Managed and maintained RFP process.

### Marketing Officer at JK TECHNOSOFT Ltd

December 2017- June 2019

- A. Organised and coordinated various marketing events, identified new market opportunities, and was in charge of communicating the company's marketing message.
- B. Developed new promotional campaigns, introduced new products, negotiated agreements, and pro-actively participated in meetings with manager.
- C. Successfully Marketed Public Health android application and support for implementation for GOVT.of Kerala. Gathering requirements from the client as well as end user and make the product more user friendly.
- D. Conducted Seminars in most of hospitals, and also given training to the Doctors, Nurses and other medical staffs, will sit with the users for make them more comfortable in using the product. And also give the user a confidence in using the product very smoothly and comfortably.
- E. Developed and Implemented new marketing and sales plans and defined the strategy for the future years.

## Details

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695028

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DATE OF BIRTH

23/12/1991

Passport Number

K7817526

## SKILLS

Marketing  
Business Development  
Business Analysis  
Managing People  
Business Management  
Communication Skills  
Highly responsible and reliable  
Ability to Work in a Team

## LANGUAGES

Malayalam  
English  
Hindi  
Tamil

## Business Analyst at JK TECHNOSOFT Ltd

July 2019- March 2020

- Gathering information from the client, make wire frames and communicate it to the development team for making the software more effectively. And also demonstrating the software to client.
- Communicating with end user and collecting the requirements for making more user-friendly product.

## Education

- **Master in Business Administration,**  
**University of Kerala,**  
**Thiruvananthapuram**  
July 2013- June 2015
- **Bachelor of Commerce,**  
**University of Kerala,**  
**Thiruvananthapuram**  
June 2010- May 2013

## Achievements

- **Software Presentation, New Delhi- May 2017**  
Successfully Presented the eHealth Kerala Software and Public Health Android Application in front of Ministry of Health-Govt of India at New Delhi.
- **eHealth -Bangladesh, New Delhi-December 2017**  
After the Successful Presentation at New Delhi, got a lead from the Ministry of Health- Bangladesh. Successfully presented the software and got the approval for development of eHealth software for Bangladesh Government.

## References

Bibin Chand -JK Technosoft Ltd

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Swarup Mahajan -JK Technosoft Ltd

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Alan B Dalsen -JK Technosoft Ltd

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## HOBBIES

Travelling

Writing

Reading

Singing