



Karthik Srinivas Gattu

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Date of Birth: 20th Mar, 1999

Professional Overview:

A proven Strategic Sales and Marketing Professional with proven success in B2B and B2C sales, skilled in negotiation, customer engagement, and driving revenue growth. Experienced in business development and effectively coordinating with execution and ground-level teams. Known for consistently achieving sales targets through strategic planning and client relationship management. Academically grounded with graduation and post-graduation in Business Management.

Academic Background:

- **Post Graduate Diploma in Management – 2021 - 2023**
ICBM School Of Business Excellence, India
- **Bachelor of Business Administration – 2017 - 2020**
Sun International Institute of Tourism and Management, India

Core Expertise:

- Sales Leadership: Driving B2B and B2C sales, consistently exceeding revenue targets.
- Client Relationship Management: Building and nurturing long-term client relationships.
- Team Coordination: Leading cross-functional teams to ensure efficient project execution.
- Financial Management: Optimizing budgets and improving profit margins.
- Market Insights & Strategy: Staying ahead of trends and ensuring competitive positioning.
- Documentation & Compliance: Managing documentation processes and ensuring regulatory compliance.

Professional Experience:

Iclean Hollow Metal Systems Pvt. Ltd. – Sales & Marketing Specialist

Hyderabad | January 2024 – April 2025

- Led the entire product sales process, from lead generation to quotation, negotiation, PO confirmation, material procurement, delivery, and invoicing, driving a revenue of ₹3.5 Crore over a period of 1 year, with a significant increase in lead conversion.
- Contributed to the successful business operation by managing the delivery of 1,800 units of flagship products (fire-rated doors) to clients across multiple destinations nationwide, ensuring timely and efficient distribution.
- Demonstrated exceptional diligence and technical expertise in overseeing the installation of fire-rated doors and insulation for pharmaceutical factory setups, a highly intricate task that is often regarded as one of the most challenging.
- Improved profit margins by 15% through effective management of expenses, budget, and overhead, increasing sales closings and optimizing product turnover.
- Managed all aspects of operations, including project execution, engineering phase, loading/unloading, and material reception, ensuring 100% on-time delivery and zero operational delays.
- Streamlined documentation processes and followed up on material testing, securing 100% compliance for Material Test Certificates (MTC) and manufacturer certifications.
- Resolved 95% of customer complaints related to sales and service, improving customer satisfaction.
- Maintained 100% accuracy in sales activity records and results, contributing to more efficient reporting and performance tracking.

Thinkwide Hospitality Pvt. Ltd. – Territory Sales Manager

Hyderabad | November 2022 – September 2023

- Successfully executed sales outputs for a company with multiple service verticals, including hostel refurbishment services (plumbing, electrical, civil repairs, overall refurbishment), procedural documentation support, PG rental services, and PG owner authenticity verification services.
- Actively involved in sales operations for a company serving a verified client base of over 4,000 PGs/hostels, all seamlessly integrated with a digital app to ensure smoother coordination and engagement.
- Engaged in leading a team of 40 blue-collar workers involved in a wide range of refurbishment activities, including plumbing, electrical work, civil repairs, and overall facility upgrades.
- As a Territory Sales Manager, provided leadership and strategic guidance to sales teams across five key zones. Played an active role in end-to-end sales operations, from lead generation to successful deal closures. Ensured consistent performance through close coordination and continuous support to field teams.
- Provided comprehensive documentation support for dynamic business entities, such as Paying Guest (PG) hostels, involving the clearance of documents across multiple disciplines including civil, legal, health and safety, environmental, and municipal regulations.
- Produced sales documents, finalized deals, and maintained accurate records while developing strong customer relationships to effectively promote products.
- Collaborated with cross-functional departments to ensure smooth operations across the organization, with a strong focus on relationship and network building with key clients to drive long-term business growth.

Internship Experience:

Home First Finance Company – Sales Trainee

Hyderabad | May 2022 – July 2022

- Guided clients in selecting suitable loan schemes aligned with their property type and budget constraints.
- Conducted one-on-one meetings to explain products, services, and discuss interest rates in detail.
- Identified and engaged potential customers interested in affordable housing loan solutions.
- Facilitated client meetings for document verification and ensured timely completion of formalities.
- Assisted customers in accurately completing loan applications, ensuring a smooth approval process.
- Maintained up-to-date knowledge of housing loan market trends, competitor offerings, and pricing strategies.

Internship Project:

Project Done During PGD in Management

Title: *A Study on Customer Behaviour towards Home First Finance Company – May, 2022*

Area Of interests:

- Public Speaking
- Digital Marketing

Languages:

- English
- Telugu
- Hindi

I hereby confirm that the above-mentioned details correct to the best of my knowledge and belief.

Karthik Srinivas Gattu