

SANDRA UDAYAKUMAR

Kazhakkootam, Trivandrum, Kerala

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PROFESSIONAL SUMMARY

Customer-focused and result-driven MBA graduate in Marketing & Finance with 3+ years of experience in sales, banking, and customer service. Proven ability in client relationship management, sales promotion, and lead generation. Skilled in understanding customer needs and delivering solutions. Seeking a dynamic role in marketing, business development, or customer engagement at a reputed company in Technopark.

EDUCATION

MBA – Marketing & Finance

Asian School of Business, Trivandrum | Completed in 2025

Bachelor of Business Administration (BBA)

Government College, Kariavattom, Trivandrum | Passed in 2023

Diploma in Electrical and Electronics Engineering (EEE)

Government Polytechnic College, Trivandrum | Passed in 2018

PROFESSIONAL EXPERIENCE

Sales Executive – HDFC Life / Federal Bank, Trivandrum

2019 – 2022

- Promoted life insurance and financial products
- Delivered personalized customer service
- Managed backend documentation and onboarding
- Exceeded monthly and quarterly sales targets

MBA PROJECT

Qudrat Biodegradable Tableware, Kazhakkootam – 2024

Title: A Study on Customer Perception and Preference Towards Biodegradable Tableware in Kerala Restaurants

- Conducted surveys and interviews
- Analyzed eco-product preference trends
- Recommended marketing strategies to boost awareness

KEY SKILLS

- Customer Relationship Management
- Sales & Lead Generation
- Digital Marketing Basics
- MS Office & Reporting
- Communication & Negotiation
- Product Promotion

CERTIFICATIONS

- Digital Marketing Certification – Deyar
- Customer Relationship Management – Manipal University
- IRDA Insurance Certification (if obtained)

PERSONAL DETAILS

- Date of Birth: 23rd November 1997
- Marital Status: Married
- Languages Known: English, Malayalam, Hindi
- Hobbies: Gardening, Singing, Exploring cultures