



# Frazer Fernandes

Senior Sales Executive

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## 📋 Professional Summary

Results-oriented Sales & Business Development Professional with 4+ years of experience in B2B and B2C sales and strategic account management. Skilled in revenue growth, sales pipeline management, client acquisition, account management and customer retention. Adept at leveraging market intelligence and cross-functional collaboration to exceed sales targets and enhance brand presence.

## 🧠 Core Skills

Sales & Business Development | B2B & B2C Sales | Lead Generation & Prospecting | Pipeline Management | Account Management | Client Acquisition & Retention | Customer Relationship Management (CRM [Salesforce]) | Revenue Growth | Business Development Strategy | Negotiation & Deal Closing | Upselling & Cross-selling | Market Research & Analysis | Sales Forecasting | Relationship Building | Customer Service Excellence | Customer Engagement | Quota Attainment | Territory Management

## 📁 Professional Experience

### Forest Essentials

2023 Jun – 2026 Apr

Senior Sales Executive

Margao, India

- Drove 35% annual revenue growth by identifying new business opportunities, generating leads, and implementing targeted sales and business development strategies.
- Consistently exceeded monthly sales targets by 20% through effective lead conversion, consultative selling, and customer relationship management.
- Built and maintained strong client relationships, improving customer retention by 40% and increasing repeat business by 25%.
- Increased average transaction value by 30% through strategic upselling, cross-selling, and personalized product recommendations.
- Leveraged Salesforce CRM for comprehensive territory management and pipeline tracking, improving sales visibility and supporting sustained growth.
- Analyzed sales performance metrics, customer behavior, and market trends to support data-driven decision-making and improve business outcomes.
- Collaborated with cross-functional teams to execute marketing campaigns, enhancing brand visibility, customer engagement, and store footfall.
- Managed a diverse international customer base, contributing to a 50% increase in tourist-driven sales through exceptional customer service and tailored sales approaches.

### Saint Gobain

2022 Jun – 2023 Mar | Goa, India

Project Sales Executive

- Managed project sales for architectural and construction solutions across B2B and B2C markets, driving client acquisition and revenue growth.
- Conducted client consultations, product demonstrations, and solution presentations.
- Generated new business through networking, referrals, prospecting, and relationship-building activities.
- Negotiated and closed high-value sales contracts while maintaining strong client relationships.

- Coordinated with internal stakeholders to ensure timely project delivery and customer satisfaction.
- Conducted market research and competitor analysis to identify sales opportunities and market trends.

## Internship Experience

### **Exotic Goa**

2021 Nov – 2022 Feb | Goa

*Business Development Intern*

- Supported lead generation and business development activities to acquire new clients.
- Conducted market research to identify opportunities in corporate and social event segments.
- Assisted in client acquisition through presentations, consultations, and proposal preparation.
- Built relationships with clients, vendors, and stakeholders to support business growth.
- Assisted in negotiations and sales processes to facilitate successful deal closures.

## Education

### **Bachelor of Business Administration**

2019 – 2022 | Navelim, India

*Rosary College of Commerce & Arts*

## Certifications

### **Negotiation and Conflict Management**

2021 Mar

*Saylor Academy*

### **Fundamentals of Digital Marketing**

2021 Mar

*Google Digital Garage*

### **Business Communication Skills**

2022 Mar

*ALISON*

### **Project Management**

2022 Mar

*Saylor Academy*

## Awards

### **All India 3rd Place in Essay Competition (Swacchta Pakhwada)**

2021 Dec 30

*Incredible India, India Tourism*

## Tools & Technologies

Salesforce CRM | Google Workspace | Microsoft Excel | Microsoft PowerPoint

## Languages

English | Hindi | Konkani