

ASWITHA THOPPAY CHANDRASEKARAN,BE

STRATEGIC PROFESSIONAL – COMMUNICATOR – INNOVATOR – COLLABORATOR

Driving organizational growth through effective proposal management, strategic business development, stakeholder alignment, and process optimization. Skilled in bridging business needs with tailored solutions, ensuring efficiency, compliance, and measurable outcomes.

WORK EXPERIENCE

Proposal Writer / Technical Writer-RADcube(USA) (Apr 2024 – Present)

- Lead end-to-end proposal development, collaborating with cross-functional teams to gather requirements, craft winning strategies, and deliver compliant, high-quality submissions.
- Manage multiple proposals under tight deadlines, maintaining templates, content libraries, and best practices.
- Continuously refine approaches based on market insights, feedback, and competitor analysis to increase win rates.
- Delivered measurable business impact by improving proposal efficiency and consistency, resulting in faster turnaround times and higher win ratios.

Senior Executive – Business Development, BluePrint Technologies – Bangalore, India (Oct 2015 – Aug 2016)

- Analyzed market data to identify 25+ potential prospects and translated client requirements into SAP ERP business opportunities. Supported sales presentations, proposals, and technical solution discussions with clients.
- Strengthened client relationships and collaborated with teams to clarify requirements and improve solutions.

Executive – Business Development, Kaar Technologies – Chennai, India (Nov 2013 – Sep 2015)

- Gathered requirements for SAP ERP projects, created RFP/RFI responses, and supported business development through solution documentation.
- Recognized for exceeding sales targets while conducting market research via LinkedIn, Gartner, Zawya, and Forbes. Built Salesforce dashboards, identified customer pain points, and collaborated with sales and marketing teams.

Business Development Executive, Computers International (CI.COM) – Chennai, India (Aug 2012 – Nov 2013)

- Worked with development teams to document requirements and business processes. Conducted market research, generated leads, and organized campaigns to promote Sage Accpac.
- Supported clients through online demos, documentation, and relationship-building efforts.

Freelance Business Development Executive, OrangeLab Design IT Solutions – Chennai, India (Jun 2011 – Jul 2012)

- Managed bids, customer acquisition, and client retention while maintaining accurate prospect data.
- Researched projects via bidding platforms such as PeoplePerHour, Guru, and Odesk. Built strong client relationships through scheduled meetings and solution presentations.

SKILLS

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| • Strategic Planning & Execution | • Market Research & Competitive Analysis |
| • Proposal Development & Management (RFI, RFQ, RFP) | • Continuous Improvement & Best Practices Implementation |
| • Relationship Building & Stakeholder Engagement | • Project Coordination & Team Collaboration |

CERTIFICATION

- IT PresalesManagement Masterclass: CompleteBeginners Guide
- Intro to PreSales (e-learning course) From PreSalesAcademy.
- Scrum Fundamentals Certified from SCRUMstudy
- Salesforce Admin & BA
- APMP® Micro-Certification Bid & Proposal Writing

EDUCATION

BE-Electronics&Instrumentation

Sep 2007-May 2011