



# Sidharth Santhakumaran

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## PROFILE

Marketing student at the University of Nevada, Reno College of Business with hands-on experience translating customer needs into business outcomes. As a Sales Specialist at Apple, drove revenue by building relationships with local businesses, connecting them with Apple Business Team to lease products and implement Mobile Device Management (MDM) solutions tailored to their operations, turning one-time customers into long-term B2B accounts. Combined consultative selling with product expertise to identify decision-makers, address pain points, and close cross-functional deals. Previously processed high-volume logistics at FedEx, sharpening attention to detail and team coordination under pressure. Skilled in B2B communication, account development, brand storytelling, and adapting strategy to dynamic, customer-driven environments.

## WORK EXPERIENCE

### Sales Specialist

#### Apple

📅 07/2025 📍 RENO, NEVADA, UNITED STATES

- Delivered exceptional customer service and product expertise to drive sales growth and enhance customer satisfaction.
- Utilized strong communication skills to clearly explain product features and benefits, effectively influencing purchasing decisions.
- Adapted swiftly to new product launches and promotions, maintaining comprehensive and up-to-date knowledge of Apple offerings.
- Collaborated closely with team members to meet and exceed sales targets while supporting overall store operations.
- Drove digital service adoption through consultative selling, identifying customer needs and recommending tailored media and technology solutions.
- Influenced purchasing decisions by leveraging persuasive storytelling and consultative communication, aligning product use-cases with customer media consumption habits.
- Increased customer engagement and retention by educating clients on the value and programming of digital media services (Apple Music, TV+, etc.), demonstrating a strong foundation in digital content strategy.
- Achieved high conversion rates for digital media trials (Apple TV) by effectively communicating service value, showcasing success in performance-driven engagement and content consultation.

### Package Handler

#### FedEx

📅 03/2025 – 07/2025 📍 SPARKS, NEVADA, UNITED STATES

- Processed and organized incoming and outgoing packages efficiently to meet tight delivery schedules.
- Collaborated with team members to ensure smooth logistics operations and timely shipment handling.
- Maintained accuracy and attention to detail while handling high volumes of packages daily, supporting overall operational performance.

### Crew Member

#### Crumbi

📅 10/2024 – 03/2025 📍 RENO, NEVADA, UNITED STATES

- Provided customer service in a fast-paced retail environment, ensuring positive guest experiences and efficient order processing.
- Collaborated with team members to maintain store cleanliness and product presentation, supporting overall brand standards.

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## WORK EXPERIENCE

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- Adapted to dynamic work demands, demonstrating flexibility and a strong work ethic during peak hours.
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## SKILLS

### ① HARD SKILLS

Communication

Collaboration

Adaptability

Microsoft 360

Creating Posts

Building Websites

Making AI chatbots

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## EDUCATION

### **Marketing and Management | BA** **University of Nevada, Reno College of Business**

📅 01/2025 – present

### **Galena High School**

📅 01/2021 – 12/2025

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## CERTIFICATES

### **Foundations of Digital Marketing and E-commerce** **Google**

📅 04/2026

<https://coursera.org/share/f849e134b708ba7fb70ee26a67871d29>

By the end of the course, I was able to:

- Define digital marketing and e-commerce as fields
- Describe the responsibilities of roles such as digital marketing coordinator and e-commerce analyst
- Summarize how the certificate prepares for a career in these fields
- Identify the roles digital marketing and e-commerce play within organizations
- Understand the customer journey and the use of journey maps
- Explain the marketing funnel concept
- Recognize the components and objectives of digital marketing and e-commerce strategies