

FELIX MAKWANA

INTERNATIONAL SALES & BUSINESS DEVELOPMENT EXECUTIVE

Surat, India | +91 8600349854 | makwanafelix7@gmail.com | LinkedIn: Felix Makwana

PROFESSIONAL SUMMARY

International Sales and Business Development professional with 5+ years of specialized experience in the diamond and jewellery industry, spanning both lab-grown and natural diamonds, with expertise in B2B sales, key account management, international market development, client acquisition, revenue growth, and strategic relationship management across the USA and Canada. Proven track record of managing major jewellery and diamond accounts, generating approximately US\$2.75M in revenue through international sales, marketing, and business development within the lab-grown diamond market. Currently manage a portfolio of nearly 100 B2B clients, including 30–40 active recurring accounts, while overseeing approximately US\$100K in monthly sales and contributing to 19–20% year-over-year growth through account development, client retention, and new business acquisition. Experienced in managing retail, wholesale, distributor, and strategic industry clients, with hands-on expertise in MEMO and invoice-based transactions, commercial negotiations, and long-term partnership development.

CORE COMPETENCIES

International Sales | Business Development | B2B Sales | Key Account Management | Strategic Account Management | USA & Canada Market Development | Market Expansion | New Client Acquisition | Revenue Growth | Client Retention | Consultative Selling | Natural Diamonds | Lab-Grown Diamonds | Jewellery & Polished Diamonds | MEMO & Invoice Transactions | Commercial Negotiation | Market Research | Competitive Analysis | Demand Generation | International Marketing | Stakeholder Management | Cross-Functional Collaboration | Supply Chain Coordination | Process Improvement

PROFESSIONAL EXPERIENCE

RELATIONSHIP MANAGER – USA & CANADA MARKET | Dharmanandan Diamonds Pvt Ltd

August 2025 – Present

- Generate approximately US\$100,000 in monthly sales across jewellery and polished diamond accounts, contributing to approximately 19–20% year-over-year growth.
- Manage a portfolio of nearly 100 B2B clients across the USA and Canada, including 30–40 active recurring accounts, covering retail, wholesale, distributor, and jewellery-industry relationships.
- Develop strategic client relationships and provide tailored commercial solutions aligned with customer requirements, product specifications, purchasing cycles, and market conditions.
- Drive new client acquisition and account expansion through prospecting, relationship development, follow-up, and quarterly additions to the client portfolio.
- Manage MEMO and invoice-based business transactions and coordinate with internal teams to support accurate documentation, order processing, and client service.
- Monitor account activity, client requirements, and market trends to identify repeat-business, cross-selling, retention, and revenue-growth opportunities.
- Collaborate with sales, operations, and other internal functions to resolve service issues, improve customer experience, and maintain high-quality delivery across North American accounts.
- Perform root-cause analysis of process deviations and support corrective and preventive actions (CAPA) to improve service efficiency.

INTERNATIONAL MARKETING MANAGER | Meraya Lab Grown Diamonds

May 2021 – August 2025

- Generated approximately US\$2.75M in revenue through international sales, marketing, and business development initiatives within the lab-grown diamond market.
- Managed approximately 50 major B2B clients across the jewellery and diamond industry, strengthening strategic relationships, client retention, account development, and repeat-business opportunities.
- Led international marketing and market-development initiatives across global jewellery markets, supporting client acquisition, demand generation, brand positioning, and commercial growth.
- Conducted market research, competitive analysis, and trend forecasting to identify new business opportunities and support international market expansion.
- Worked closely with sales, product, supply chain, and operations teams to deliver customized commercial solutions and strengthen long-term client partnerships.
- Developed regionally focused campaigns and value-based marketing initiatives that strengthened the company's positioning from supplier to strategic business partner.

- Designed and implemented integrated marketing strategies covering digital marketing, campaign management, demand generation, content, and regional market activation.

BUSINESS OPERATIONS MANAGER | Uber

March 2019 – May 2021

- Managed day-to-day business operations with a focus on process efficiency, service quality, customer experience, and regional business performance.
- Collaborated with international teams to improve operational efficiency, service quality, and regional results.
- Built and sustained strategic stakeholder relationships through value-based communication, commercial positioning, and effective relationship management.
- Supported initiatives designed to increase market acceptance, business growth, and brand visibility.

SALES & MARKETING SPECIALIST | Justdial

September 2016 – March 2019

- Managed B2B client relationships using a consultative sales approach focused on revenue generation and customer needs.
- Developed tailored marketing packages to increase client exposure, strengthen brand recognition, and improve local-market presence.
- Achieved sales targets through lead generation, cold calling, networking, pipeline follow-up, and client relationship management.
- Identified and developed new business opportunities while maintaining existing client relationships.

SALES EXECUTIVE | Airtel

June 2015 – September 2016

- Managed B2B accounts and recommended telecom solutions tailored to individual customer requirements.
- Consistently delivered against monthly sales targets while contributing to overall business growth.
- Identified new business opportunities, acquired clients, and strengthened existing customer relationships.

EDUCATION

- Visual Effects (VFX), Film, Cinema/Video Studies — MAAC, 2016
- Higher Secondary Education — Indian School Certificate Examinations, 2015

TECHNICAL SKILLS

- Microsoft Excel (Pivot Tables, VLOOKUP) | Microsoft PowerPoint | Microsoft 365 (Teams, OneDrive) | SharePoint
- MS Access | ERP Databases | SaaS | Google Workspace | Skype | Zoom
- Workflow Optimization | Data Validation | Business Reporting | Data Analysis & Visualization

LANGUAGES

- English — Full Proficiency | Hindi — Full Proficiency | Gujarati — Full Proficiency