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CAREER OBJECTIVE

Seeking a challenging full-time position in Marketing and Business Development with rich experience in Sales, Technology, Advertising and Product Development acquired over close to ten years of experience in diverse sectors such as Technology, Automobile and Publishing. Strong experience in web, mobile and custom-based applications.

PROFESSIONAL EXPERIENCE

Current Employment

Digital Aptech Pvt. Ltd. India – Working as a Business Development Manager since December 2020

Job Profile

- Sell IT Services to global organizations (both India and International markets) – web, mobile and custom-based applications
- Deep understanding of service offerings, and the ability to close deals – majority of the clients being in ecommerce domain
- Generate leads (both National and International) and following up with them through LinkedIn online bidding (Upwork, Freelancer), email and telephonic communications
- Ensure end-to-end closure of the Sales process

Roles and Responsibilities

- Generating leads through LinkedIn, Social Media, and various bidding portals
- Generating new clients from Online Bidding portals such as Freelancer and Upwork
- Developing new clients and understand their requirements, discuss quotes, negotiate, and close deals
- Writing business proposals and partner with business analysts to close functional requirements
- Developing growth strategies and business plans for achieving quarterly and monthly targets
- Managing and retaining relationships with existing clients to drive repeat business
- Increasing client base and engaging with them to pitch solutions based on client's business needs
- Identifying and mapping business strengths and customer needs
- Conducting research for new business opportunities and align with Leadership team
- Following industry trends locally and internationally and staying abreast of the new technologies
- Drafting and reviewing contracts for closure

Previous Employment

Xygrow Technologies India – Worked as a Business Development Manager for 1.2 years
(Sep 2019 – Nov 2020)

Job Profile

- Sell Products and Solutions developed by Xygrow Technologies to Small & Medium Enterprises (SME) both in National and International markets
- Deep understanding of product offerings, and the ability to close deals
- Generating leads (both National and International) and following up with them through LinkedIn online bidding (Guru, Upwork, Freelancer), email and telephonic communications
- Ensuring end-to-end closure of the Sales process

Roles and Responsibilities

- Manage client discovery and establish first contact
- Continuously generating leads through LinkedIn, Online Bidding (Guru, Upwork, Freelancer), Cold Calls and Offline sources
- Gathering the requirements through call, Email
- Physically meet the customer and give them a demo of our product/services
- Preparing proposal after the demo/meeting.
- Ability to close deals and meet business targets for the company
- Nurture existing client base and generate revenue by Cross-selling and Up-Selling
- Liaise with technology teams on product feedback and delivery timelines

**Bit Wave Solutions Limited, India – Worked as an Inside Sales Executive for 2.7 years
(Jan 2017 – Aug 2019)**

Job Profile

- Work with customers to find what they want, create solutions and ensure a smooth sales process
- Identify business opportunities by developing new prospects and interacting with existing customers to increase interest and qualify leads for the Outside Sales team
- Deep understanding of product offerings, and the ability to close smaller deals while communicating our value to the customers

Roles and Responsibilities

- Source new sales opportunities through inbound lead follow-up and outbound cold calls and emails
- Understand and document customer needs and requirements
- Route qualified opportunities to the appropriate sales executives for further development and closure
- Close sales and achieve quarterly quotas
- Conduct research, identify key players and generate interest
- Maintain and expand your database of prospects within your assigned geography
- Team with channel partners to build pipeline and close deals
- Perform effective online demos to prospects

**Automobile Allied Partners, India – Worked as a Senior Sales Consultant for 2.5 years
(Aug 2014 – Dec 2016)**

Job Profile

- Sales consulting for automobile majors, including product selling, promotion and end-to-end delivery
- Organising roadshows and other promotional activities for creating awareness about the products
- Maintaining a clientele database for future reference and generate follow-up actions
- Close collaboration with the financial institutions for facilitating loan sanctions and the internal Accounts and Service Delivery teams for managing the customer buying experience

Roles and Responsibilities

- Delivering sales pitch as part of the Corporate Sales team to network and non-network organizations
- Networking with the Corporates and handholding them during the entire buying experience
- Developing marketing strategies with the team leads and accordingly, formulating weekly plans
- Educating the customers about all product-related details and helping them make informed decisions
- Collaboration and co-ordination with the cross functional teams during the entire customer life cycle

**Oxford University Press (OUP), India – Worked as a Marketing Executive for 2 years
(Aug 2011 – Aug 2013)**

Job Profile

- Branding and market promotion of products
- Interactive designing and requirement gathering from cross-functional teams
- Developing tools to aid/support Sales team in the selling process
- Collaboration and interaction with vendors for timely delivery of quality products

Roles and Responsibilities

- Designing and making sales tools to be used by Sales team in product-briefings to prospective clients
- Designing of different Graphic Organizers used as cover-pages in the Oxford University Press books
- Designing and making digital presentations (Interactive lessons – Mulberry) which have been subsequently uploaded in Oxford University Press – Mulberry website
- Creating user manual of digital E-books by using Adobe Captivate
- Editing pictures for Editorial, which have been used in the chapters or workbooks
- Creating header & Footer Designs which have been used in different worksheets
- Mail Designing, which have been used in the product e-mailers or e-newsletters

Major Achievements

- Developed Interactive Lessons – Mulberry in the form of digital presentation, which was the first of its kind at Oxford University Press. This has now been implemented globally and has been uploaded in the Oxford University Press official website
- Created a user manual of digital E-books, the first of its kind at Oxford University Press. Now widely accepted across Oxford University Press and has become a very powerful tool for the Sales Team

Green Orange Advertising, India – Worked as a Graphic Designer for close to a year (Nov 2010 – Aug 2011)

Job Profile

- Graphic Designing
- Managing client and vendor relationships

Roles and Responsibilities

- Designing of brochures, flash banners using various software such as Photoshop, Flash, MS Paint
- Delivering on client requirements by interacting with them and understanding their requirements

ACADEMIC ACHIEVEMENTS

Year	Qualifications	Institute
2013 – 2014	MBA – Marketing and Sales Management (PGDM)	St. Xavier's College, Kolkata, India
2012	GNIIT(Software Engineering)	NIIT Kolkata, India
2007 – 2010	B.Sc. in Animation	St. Xavier's College, Kolkata, India

PROJECTS

MBA

- Conducted a research study on the marketing transformation of Bisleri in the bottled mineral water industry and identified the various levers used involved in the process
- Conducted a market research on the online consumer buying pattern & analysed results using SPSS & MS-Excel
- Conducted an extensive study on the FMCG industry in India – Distribution System, Opportunities & Challenges
- Group presentation on Value Chain Analysis and Competitive Advantage
- Conducted a competitive analysis on tourism industry to find the nature of competition, major competitors

Animation / Programming

- Group project on a short film using MIXMEDIA medium & Maya Software for making sets and props
- Group project on a short film using 3D (Maya) medium & Maya Software for making props & setting camera angles
- Developed games using flash programming and C++; developed web pages using flash and HTML

SOFTWARE SKILLS

Microsoft: Word, Excel, PowerPoint
Sales Tools: LinkedIn, Upwork, Freelancer