

CONTACT

@ ankityadbindu.ayb@gmail.com

+91-7061746497



Remote till Covid Situation



EDUCATION

 BACHELORS OF ARTS (ENGLISH HONOURS)-
VINOBA BHAVE UNIVERSITY

 BACHELOR OF TECHNOLOGY,
DROPPED-OUT

CERTIFICATIONS

- Digital Marketing Certification, ongoing- Digital Vidya (2020)
- Inbound Marketing, HubSpot Academy

ANKIT YAD BINDU

OBJECTIVE

I am a Marketing and Sales professional with 4 years of experience in space of International & Domestic market with an exposure to IT industry (SaaS products sales) and have catered to all the industries let it be Banking & Financial Services, Human Resources, Retail, Brokerage firms, hospitality, pharmaceuticals etc. I have knowledge of various IT solutions be it Salesforce, Pipedrive, Slack, iStrives etc. I am looking forward to establishing my career in an organization that can nurture my career towards upcoming digital trends and where I can implement my past experiences.

Marketing and Sales

Email Marketing	Lead Generation	Content Management
SaaS Sales	Business Development	Account Management
Working with ISV Partners	Handling International Market	Demonstration/ Client Meeting

EXPERIENCE

Groww



Feb 2020 – Till Now

Sr. Associate-Research & Sales

- Responsible for performing end to end sales process along with taking care of market research and prospects data.
- Reaching out to medium scale enterprises to showcase our capabilities
- Research on branding and comparing brand strategy with competitors.
- Making use of various platforms to understand funding for start-ups and getting connected with the decision makers
- Being the POC between client and IT team
- Account management
- Data Management

GPC Infotech



October 2018 – January 2020

Sr. BDE

- Working as business development executive and helping the team of BDM to achieve targets and manage accounts, taking care of org introduction and communicating with BDM any new accounts coming up.
- On and off premises presentations
- Upselling and Cross selling
- Reduce churn
- Understanding organizational structure and their pain areas
- Generating leads and working on them to close the accounts along with the BDM

iEnergizer (Granada IT Services), Noida, India



Feb 2016 - September 2018

Business Development Executive

- Part of the team's digital marketing initiatives.
- Generating leads with the help of various portals like zoominfo, crunchbase etc.
- Working with IT team to cater to the client's requirements
- Working under the BDM to reach out to designated industries and managing accounts
- Responsible for organizing and implementing customer awareness programs/product shows in consultation with seniors.

- Coordinating with marketing and sales team for all brand management activities and events
- Generating MIS / database on the sales trend, schemes etc.
- Market intelligence on competitor activity and market trend in the IT Solution/Services industry.
- Market growth and increase in sales coverage in the assigned territory.
- Taking care of product demo along with my manager and helping in reducing churn by sharing various offers and plans with clients and prospects

CERTIFICATIONS

- Pursuing Digital Marketing & MS office Certification