

# PRATHNA

## Business Development Manager



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### PROFESSIONAL SUMMARY

Highly motivated and results-driven Business Development Manager with 5 years of experience in driving revenue growth and forging strategic partnerships. Adept at identifying and capitalizing on emerging business opportunities, consistently exceeding targets. Possess a proven track record of cultivating strong client relationships and providing exceptional customer service. Strong communicator and team player with a passion for driving organizational success

### ACADEMIC BACKGROUND

**IGNOU, Delhi**

**Dec/2023 - Present**

MBA in Marketing

**COURSERA, New Delhi Apr/2023 - June/2023**

Google Data Analytics Professional Course

**GGSIPO, New Delhi**

**June/2017 - Oct/2020**

Bachelor of Business Administration (BBA)

**High School Diploma**

**2016 - 2017**

Central Board of Secondary Education

### WORK EXPERIENCE

**BUSINESS DEVELOPMENT MANAGER**

**Aug 2024 - Present**

Redcube Digital Media, New Delhi

- Generating leads on LinkedIn, Skype, email marketing, and Google.
- Responsible for making cold calls and emails with clients to generate qualified leads.
- Responsible for researching the market as and when required by the company through tenders and news.
- Visiting exhibitions for networking purposes.
- Calling the leads generated through ads.
- Responsible for visiting clients with the account manager to sell digital marketing services .
- Responsible for maintaining all the sheets and CRM.

## **BUSINESS DEVELOPMENT EXECUTIVE**

ACSG Corp, New Delhi

**Jan/2022 - Feb/2024**

- *Generating leads on LinkedIn, Skype, email marketing, and Google.*
- *Responsible for making cold calls and emails with clients to generate qualified leads.*
- *Responsible for researching the market as and when required by the company through tenders and news.*
- *Responsible for visiting clients with the account manager in order to get a proof of concept (POC).*
- *Responsible for maintaining all the sheets and CRM.*

## **SALES EXECUTIVE CUM SALES COORDINATOR**

**June/2019 - Jan/2022**

Riva Appliances Private Limited, New Delhi

- *Working on leads provided by management.*
- *Handling all clients independently.*
- *Responsible for making calls and emails with clients to close deals.*
- *Responsible for making presentations when clients visit.*
- *Responsible for generating invoices, quotations, and following up on payments, etc., handling the end-to-end sales process.*

## **SUBJECT MATTER EXPERT**

Innovalance Learning Systems, New Delhi

**June/2018 - Jan/2019**

- *Possesses in-depth knowledge and expertise in a specific domain or subject area to create authoritative and well-informed content.*
- *Leverages subject matter expertise to produce compelling and well-researched content for clients.*
- *Stays abreast of industry trends and best practices to continuously enhance content quality and effectiveness.*
- *Edits and proofreads content to ensure clarity, consistency, and adherence to brand guidelines.*
- *Conducts thorough research to gather accurate and up-to-date information for creating well-researched and credible content.*
- *Collaborates with content strategists and marketing teams to contribute to content planning, ideation, and topic selection based on subject matter expertise.*

## EXTRACURRICULAR ACTIVITIES

- *Participated in a Public Speaking course at Toastmasters International.*
- *Participated in a Social Media Marketing Internship at Panasonic India.*
- *Gave a presentation about a business idea at the Entrepreneurship Cell of TIAS.*

## SKILLS

- |                           |                           |                            |
|---------------------------|---------------------------|----------------------------|
| • <i>Communication</i>    | • <i>Leadership</i>       | • <i>Critical thinking</i> |
| • <i>Customer service</i> | • <i>Active listening</i> | • <i>Computer literacy</i> |
| • <i>Problem-solving</i>  | • <i>Patience</i>         | • <i>Adaptability</i>      |
| • <i>Time management</i>  | • <i>Data analysis</i>    | • <i>Marketing</i>         |

## LANGUAGE

- English
- Hindi

## INTERESTS & HOBBIES

- Reading
- Learning
- Listening to music
- Travelling