

ABHISHEK KUMAR

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Objective

"Dynamic and results-oriented Business Development Executive with a strong focus on digital marketing solutions. Skilled in client acquisition, lead generation, and sales strategy, I strive to drive business growth by connecting companies with effective marketing solutions that enhance their online presence."

EXPERIENCE

Business Development Executive

SKS Tech Solution (Present) **Roles and Responsibilities**

- Identify and reach out to potential clients through cold calls and emails.
- Develop and maintain relationships with existing and new clients.
- Manage the sales pipeline and track leads effectively using CRM tools.
- Conduct market research to identify new business opportunities.
- Collaborate with the sales team to develop strategies for client acquisition and retention.

Business Development Executive intern

Centriik (Sep 2024 – Nov 2024) **Roles and Responsibilities**

- Assisted in identifying and reaching out to potential clients through calls and emails.
- Maintained and updated the CRM system with new leads and client information.
- Stayed updated on trends in intellectual property law and sales techniques.
- Initiated contact with prospective clients to introduce intellectual property services.
- Scheduled meetings or calls for senior sales team members.

EDUCATION QUALIFICATION

Degree		Year
MBA(Pursuing)	Lloyd Institute, Greater Noida	2023 -2025
B.Com	Mahatma Gandhi Kashi Vidyapeeth	2020 -2023
Class 12	CBSE Board	2020
Class 10	CBSE Board	2018

KEY SKILLS

- Lead Generation and Prospecting
- Client Relationship Management
- Sales Pipeline Development
- Negotiation and Closing Techniques
- Account Management

TECHNICAL KNOWLEDGE

- Digital Marketing
- MS Excel
- MS Word
- Emails

STRENGTH

- Convincing skill
- Self-motivated
- Highly adaptable
- Smart working

