

Rohit Kumar

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SUMMARY

Dynamic and goal-oriented Business Development Executive with 3 years of comprehensive experience at Magicpin and Clownface Pvt. Ltd., specializing in driving business growth, expanding market presence, and building lasting client relationships. Adept at lead generation, B2B and B2C sales, strategic planning, and deal negotiation. Proven track record of consistently exceeding sales targets, increasing client retention, and contributing to overall revenue growth. Strong analytical and communication skills with the ability to identify new business opportunities, analyze market trends, and collaborate with cross-functional teams to deliver tailored business solutions. Highly motivated, adaptable, and focused on delivering measurable results in fast-paced, target-driven environments.

PROJECT'S

1. Merchant Loyalty Program Initiative - Delhi NCR (2025)

Role: Project Lead

 **Features:**

Designed a customer loyalty solution for 100+ merchants in high-traffic zones.

Enabled merchants to offer cashback and rewards via Magicpin wallet integration.

Resulted in 20%+ increase in customer repeat visits and over ₹15 lakh in additional sales within 60 days.

2. GDS Integration Support and Training Project

Role: Business Support Coordinator

 Worked closely with the tech team to assist in the onboarding and training of agents using Global Distribution Systems (e.g., Amadeus, Galileo).

EDUCATION

Bachelor of Computer Applications

Capital University

- India, Jharkhand • 2024

Advanced Diploma in Information Technology

Swami Vivekananda Group of Education

- India, Delhi • 2022

Higher Secondary Certificate

Govt. Boys Senior Secondary School

- India, Delhi • 2021

WORK EXPERIENCE

➤ Business Development Associate

(Senior)

Magicpin, Gurgaon | April 2025 – Present

Magicpin Gurugram, Haryana-122001, India • 2025

Key Responsibilities:

- Onboarded and managed over 500+ merchants across F&B, fashion, and local services.
- Drove 35% YoY growth in revenue through merchant partnerships and promotional campaigns.
- Conducted market research and territory analysis, identifying potential growth areas and closing high-value deals.

➤ Business Development Executive

Clownface Travel Pvt. Ltd (d.b.aFlightsChannel.com) Gurugram, Haryana-122001| October 2022 – April 2025

Key Responsibilities:

1 Lead Generation & Prospecting:

- Identify potential clients through market research, networking, and online platforms.
- Generate qualified leads and build a strong pipeline for future business opportunities.
- Utilized CRM tools to track leads, update customer data, and maintain a healthy and accurate sales pipeline.
- Handled customer queries with professionalism, resolved escalations, and ensured timely follow-ups to enhance customer satisfaction.
- Collaborated with internal teams to optimize pricing, improve service quality, and achieve monthly revenue goals.
- Achieved consistent sales performance through strategic communication, upselling, and cross-selling of travel services.

SKILLS

- B2B/B2C Sales Strategy
- Merchant Acquisition & Retention
- Client Needs Assessment
- Revenue Forecasting & Target Achievement
- Market Research & Data Analysis

Tools & Platforms

- Salesforce CRM
- Woodpecker
- Zoho CRM
- Microsoft Excel (Advanced – Reporting & Dashboards)
- Trello / Asana (Task Management)