

PROFILE

An articulate, competent and a result driven professional, having in- depth understanding of Business Development principles and an impressive track record of winning new businesses and managing relationships.

CORE COMPETENCIES

- Lead Generation and Management
- Brand Promotion
- Consultative Selling
- Sales Planning and Analysis
- Digital Marketing
- Market Research
- Understanding Key Business Drivers
- Client Management
- Project Management
- Attention to Detail
- Negotiation Skills
- Excellent Communication

CERTIFICATIONS



Certified Digital Marketing Master (CDMM) - Digital Vidya

GIRISH JAGANNATH

Senior Business Development Manager



+91 - 9972590220



saigirish.j@gmail.com



linkedin.com/in/girish-jagannath

WORK EXPERIENCE

Senior Business Development Manager

Realatte Ventures LLP | July 2022 - Present


- **Acquisition of new Real Estate clients** in Bangalore region along with **retention of existing accounts** and client servicing.
- Pivotal role in **new business pitches**, both online and face to face, and responsible for onboarding new clients.
- Applied **Consultative selling** approach by offering clients several **branding / marketing solutions** through various online platforms.
- Involved in **SEM activities** by creating customized media plans for clients to **promote their project's visibility** through various networks, leading to increase in sales.
- Prepared detailed **SEO audit report** to highlight on-page and off-page modifications required to drive organic search traffic to the website.
- **Content strategy** and planning for **customer's social media** handles and suggested recommendations to enhance brand promotion.
- Act as a **key point of contact** between the client and the relevant teams.
- Understand and gather customer requirements thoroughly.
- Give feedback on competition, market condition, keyword research and other factors.
- Interact regularly with clients to ensure committed and long term business relationship.

Business Development Manager

Akuva Infotech Private Limited | March 2020 - June 2022

- Responsible for **generating qualified leads** through **industry referrals, cold calling, direct mail, email campaigns, social media and networking**.
- Seeded content in social media, used **opt-in email strategy** and arranged technical presentations through webinars in order to **create brand awareness**.
- Managed **email marketing campaigns** and **social media campaigns** for generated leads, converted more than **65%** of those leads into prospects and then into a sale.
- Executed **outbound calling strategy** to warm leads, leading to **50%** improvement over expected lead conversions.
- Applied **consultative selling skills** to develop attractive value propositions for complex opportunities.
- Managed account relationships, contract negotiations, proposal preparation, bid presentation, sales presentations, pricing and logistics.
- Trained and mentored 3 sales representatives.
- Participated in trade shows, industry events, sales meetings, training programs and conferences.
- Worked on global marketing strategy to promote brand identity in the global market.

IT SKILLS

-  Mailchimp
-  Google Analytics
-  Wordpress

EDUCATION



MBA - Marketing Management
JSS Academy of Technical
Education - VTU



BE - Civil Engineering
MVJ College of Engineering - VTU

LANGUAGES

- English
- Kannada
- Hindi

Business Development Manager - Design Services

FTD Automation Private Limited

- Responsible for professionally **managing entire sales cycle**, right from lead generation through to prospecting, arranging appointments, giving presentations, negotiating, closing the deal.
- Served as a **single point of contact** for customer resolution, successfully de-escalating all the issues without top management involvement.
- Developed and maintained **commercially productive relationships** with both new and old clients, particularly with **key decision makers** in order to get repeat business.
- **Promoting the company brand** to key buyers and expanded the business particularly in overseas market through **Digital Marketing**.
- Responsible for looking after the **complete tender cycle process**, managed complex and large tenders.
- Worked with technical team to develop proposals that speaks to client's needs, concerns and objectives.
- **Negotiating and closing** commercial/non-disclosure agreements with third parties.

Digital Marketing Coordinator

Tactocrats Technologies Private Limited

- Managed **social media campaigns** and day-to-day activities on Facebook, YouTube, Twitter and LinkedIn and posting relevant blogs; **seeded content into social applications** as needed.
- **Creating strategies** and **execution plans** that cultivated audiences, increasing web presence, and enhancing brand awareness.
- Wrote an article on "The New Indian Express" about the event "Artymatter – National Level Online Painting Contest" which was published in January 2016.
- Managed a budget of INR 1,00,000 for digital campaigns that generated 12 new customer leads and delivered an over **30% ROI** to the business.
- Increased overall **keyword rankings** on average by **20%** within **3 months** by implementing quality content marketing and white hat SEO marketing.
- **Altering** relevant **web pages** so that it **ranks higher** in the **organic listings** of search engines; researching the proper keywords which helped in improving website's performance and user engagement.
- **Measuring and reporting** performance of all digital marketing campaigns.

Previous Experience

- With 3R India, as Senior Product Specialist.
- With Rawlplug India Private Limited, as Product Specialist.
- With Sobha Limited, as Customer Relationship Management Executive.

References: Available Upon Request