

SONAM SINGH

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EDUCATION

Year	Degree/Class	Institute & Degree	Marks
2013-17	B. Tech, ECE	United College of Engineering and Research, Allahabad (UP)	65%
2013	Class XII (CBSE)	St. Joseph's, Shaktinagar (UP)	73%
2011	Class X (CBSE)	St. Joseph's, Shaktinagar (UP)	84%

PROFESSIONAL EXPERIENCE

Sr. Business Development Manager	Prographer, Bangalore	Jun'23 - Present
<ul style="list-style-type: none">Prepared battlecards specific to industry use cases and assisted with creating pitch decks for clients in real estate and hospitality segmentImplemented process for tracking lead generation & utilization; assigned daily KPIs to a team of 4 BDMs		
Business Development Manager	Byju's, Bangalore	May'21 - Jun'23
<ul style="list-style-type: none">Founding member for setting-up and managing the first ever K12 Pre-Sales team in Aakash vertical for catering Rajasthan cluster demandRecognized amongst Byju's Top 10 pre-sales managers PAN India for consistent run in terms of target achievement and best retention of team employees (above 90%)Optimized team productivity by creating and analyzing daily performance dashboards, assigning KPIs and identifying areas of improvement at individual levelAchieved a record of consistent 5 SPP per week (250% of target), contributing to Rs. 75+ Lakh revenue per week by establishing efficient sales coordination channel across teams and lead optimizationMaintained Average Demo per Salesperson (CPP) of 10+ (150% of target) through optimizing crude input parameters into refined demo tracking, rigorous feedback calling and establishing task delegation framework across teams		
Assistant Manager - B2B	Byju's, Bangalore	Aug'20 - May'21
<ul style="list-style-type: none">Adapted sales strategy to target emerging markets in Karnataka, achieved double-digit growth in new customer acquisitionAccount management through cross and upselling resulting in customer satisfaction and 20% increase in revenueDifferentiated K-12 offering from competitors by developing tailored sales pitches covering customer pain points and offering bundled solutions		
Business Development Associate	Byju's, Bangalore	Jun'17 - Aug'20
<ul style="list-style-type: none">Achieved Rs. 4 Cr+ revenue from 450+ unit sales, average DRPS of Rs. 20,000+ maintained throughout the BDA tenureRecognized amongst Top 100 BDAs across Byju's for consecutive 3 years ('18-'20) by consistently overachieving weekly targets and maintaining lowest RCNMentored 25+ BDAs during the tenure by acting as Team Leader to sensitize them with sales pitching & presentation, follow-up sales activities and CRM practices to deliver target numbers collectively with tagged associatesIntegrated sales pitching with referral drives and word of mouth marketing; maintained constant customer feedback loop to pass on insights and optimize the product		

SKILLS

Demonstrated skills in managing and leading team, creating client pitches, onboarding clients & maintaining relations		
B2C, B2B Sales	Team Leadership	Talent Acquisition
Revenue Generation	Sales strategy development	Sales Presentation
Pitch & Battlecards Development	Sales pipeline management	Performance tracking & evaluation
Client Relationship Management	Excel and Data Analysis	Sales forecasting and planning
Sales training and development	Negotiation skills	Territory Management