# NIVEDITA ROY

**B U S I N E S S D E V E L O P M E N T**

## P E R S O N A L P R O F I L E

Extremely motivated to constantly develop my skills and grow professionally. I am confident in my ability to come up with interesting ideas for unforgettable marketing campaigns.

**W O R K E X P E R I E N C E**

**Business Development ( sales & Operations)**

BYJU'S |Sept 2019 - present



**A**

**W**

**A**

**R**

**D**

**S**

**R**

**E**

**C**

**E**

**I**

**V**

**E**

**D**

Most Outstanding Employee in

the week of JAN. Top 20 (2022)

Most Outstanding Employee in

the week of DEC. Top 20 (2021)

Most Outstanding Employee in

the week of S. Top 20 (2021)

MAS BUILDING , 34 N CROSS

15

ROAD . BTM 1ST STAGE.

BANGALORE-560029

9163207151

https://

www.linkedin.com/in/n

[i](http://www.linkedin.com/in/ni)

vedita-roy-4137a216a/

roynivedita370@gmail.com

**C**

**O**

**N**

**T**

**A**

**C**

**T**

**M**

**E**

**A**

**T**

**S**

**K**

**I**

**L**

**L**

**S**

**S**

**U**

**M**

**M**

**A**

**R**

**Y**

CRM Salesforece, Lead Squared

Strategic Planning

Sales/Negotiation/

Communication

Data Analysis

Relationship Building

Microsoft Office( Excel, word,

PowerPoint)

Conduct day-to-day coordination, planning, and implementation across multiple teams

Fore-caste online user-behaviour, conversion data, user journey, funnel analysis.

Responsible for developing new data insights from SAAS

Tool (Lead squared)

Preparing detailed report and dashboard to provide 100% better insights to the decision-makers and majority stakeholders of the organization.

Built and maintained relationship with clients to understand their needs and improve the conversion rate by 100%. Developed a data driven approach for tracking, and automating business development processes. Conducted multiple channel outreach to prospects leveraging CRM management tools.

Implemented new strategies for Client Management,

Research & Identifying new market opportunities, through

Cold calling/emails etc. (upselling and cross- selling) End to end sales closures, checking up for escalations if any

and meeting targets.(Handeled both inboundand outbound

# NIVEDITA ROY

**B U S I N E S S D E V E L O P M E N T**

**W O R K E X P E R I E N C E**

## HR- Executive

Orion Edutech Pvt Ltd | August 2016-June 2017

Scheduled interviews for candidates across roles. Collaborated with leadership on recruitment strategies, development plans, performance management and employee engagement.

 Conducted employee onboarding and helped organize over 1K hours of training and development initiative. Created and posted job Ads and managed preemployment screening and background checks. Collected to job requirements, and posted job descriptions on internal sites as well as job boards like Naukri, Indeed, Times Job, Monster , LinkedIn and Glassdoor, leading to 18 fulltime hires.



**P**

**R**

**O**

**J**

**E**

**C**

**T**

**S**

**U**

**N**

**D**

**E**

**R**

**T**

**A**

**K**

**E**

**N**

Food& Beverage- IMPACT OF

CELEBRITY ENDORSEMENT “for

Big Basket impacting consumer

buying behavior

IMPACT OF CELEBRITY

ENDORSEMENT “for OPPO &

VIVO Impacting consumer

buying behavior

15

MAS BUILDING , 34 N CROSS

ROAD . BTM 1ST STAGE.

BANGALORE-560029

9163207151

https://

[i](http://www.linkedin.com/in/ni)

www.linkedin.com/in/n

vedita-roy-4137a216a/

roynivedita370@gmail.com

**C**

**O**

**N**

**T**

**A**

**C**

**T**

**M**

**E**

**A**

**T**

**A**

**C**

**H**

**I**

**E**

**V**

**E**

**M**

**E**

**N**

**T**

**S**

State-level Rugby player

Vice. President of Interact club

in school

Vice .President of Debating

Club in MBA college.

Committee Member of the

Entrepreneur club(MBA)

House captain in school

Throwball captain in school/

college/ MBA

**E D U C A T I O N A L H I S T O R Y**

## RAMAIAH INSTITUTE OF MANAGEMENT SCIENCES

Masters OF Business Administration (MARKETING) | June 2017

- MAR 2019

**LORETO COLLEGE**

Bachelor of Arts | June 2013 - MAR 2016

## THE FRANK ANTHONY PUBLIC SCHOOL

Humanities | Jan 2012- MAR 2013