

# SAURABH MALIK

Delhi 110008

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## Personal Details

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**Date of Birth:** 1987-03-19

**Eligible to work in:** India

**Highest Career Level:** 5+ years experience

**Industry:** Marketing

**Total years of experience:** 11

## Work Experience

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### Senior Business Development Executive

JUSTDIAL - Noida, Uttar Pradesh

December 2023 to Present

Joined company for team handling and to generate revenue through direct selling and to increase team revenue.

### executive team developing sales strategies

VERSE INNOVATION PVT LTD New Delhi as FOS - Delhi, Delhi

November 2021 to September 2023

Advanced to Sales Role to serve as a key member of executive team developing sales strategies for the company. Formulate marketing and business-development strategies to drive revenue growth. Outcomes:

- Targeting and penetrating a competitive market. Sold Numerous number of campaign for the company.
- Participated in strategic development and implementation of concept re-imaging, which resulted in double-digit comparable store sales increases.
- Communicating clients and merchants to improve and develop business relationships cordially, in addition to maintaining constant follow-up on their feedback.
- Increase sales by means of cross selling, up selling, and add on sales.

### Senior Executive Business Development

JUST DIAL Ltd - New Delhi, Delhi

June 2013 to November 2021

Advanced to sales d role to serve as a key member of executive team developing sales strategies for the company. Formulate marketing and business-development strategies to drive revenue growth. Outcomes:

- Achieved 2013 Star Performance Award for sales results, representing the first time the division achieved this recognition.

- Targeting and penetrating a competitive market. Sold hundreds of contract for the company.
- Participated in strategic development and implementation of concept re-imaging, which resulted in double-digit comparable store sales increases.
- Team leader for the group of 10 associate (group-D).
- Communicating clients and merchants to improve and develop business relationships cordially, in addition to maintaining constant follow-up on their feedback.
- Helped in resolving critical issues related to sales, and escalated important matters to upper management.
- Preparing client surveys for sales projects - Evaluating several areas of improvements in current sales techniques.

#### INTERNSHIP

Organization: JUST DIAL in 2012

- To understand the generic behaviour of our customers.
- To understand the organization behaviour.
- Get to know the perception and expectations of our customers towards brand Just Dial.
- Get to know the growth prospective of our customers.
- Get to know about the direct sales.

## Education

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### **MBA in Marketing**

Alliance School of Management, Bangalore, Mysore University - Bengaluru, Karnataka  
2013

### **BBA in Jamia Hamdard**

2011

### **CBSE**

2006

## Skills / IT Skills

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- Well versed with MS Office and other Internet Applications Strengths: Relationship Building, Team work. Language: Hindi, English. (Saurabh Malik)
- Communication skills (10+ years)
- Leadership (4 years)
- Customer service (10+ years)
- Driving (10+ years)
- Organisational skills (10+ years)

## Languages

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- Hindi - Native
- English - Fluent

## Online Profile

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