

PRERNA CHAUDHARY

Business Development Executive



Gurgaon, Haryana



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SKILLS

- Time Management
- Social Adaptability
- Leadership Qualities
- Communication Skills

HOBBIES

- Dance
- Listening to Music
- Travelling

EDUCATION

MBA || Marketing & HR
Kumaun university
2021 – 2023

Bachelor of commerce
Mjpru
2018 – 2021

Intermediate
National public school
2017-2018

High school
National public school
2015-2016

CERTIFICATE

Course on computer
concept NIELIT

Barclays life skill program
GTT Foundation

Advance excel tutorial online
eLearn Markets

Workshop on importance of
soft skill
Art of Excellence

Canvas organizer
Kumaun university

CAREER SUMMARY

Skilled Business Development Executive with a strong background in acquiring new accounts and driving sales growth internationally. Successfully secured key customer relationships, which led to increased service adoption and client satisfaction. Expertise in managing services and solutions effectively. Offers a unique blend of strategic sales insight and relationship management to help organizations expand their market reach.

WORK EXPERIENCE

DAEWOO

Business Development Executive

DEC 2024 – PRESENT

- Developed strategic partnerships with key industry players, which increased our market share by 20% and opened new revenue streams, ultimately strengthening our market position and paving the way for future growth.
- Spearheaded initiatives aimed at enhancing customer engagement, resulting in a 30% boost in client retention rates; by focusing on understanding customer needs, we tailored our offerings more effectively to meet their expectations.
- Led market analysis efforts that identified emerging trends and competitive threats, which informed our product development strategy and helped us stay ahead of the competition, ensuring we were well-positioned to capitalize on new opportunities.
- Collaborated with cross-functional teams to streamline the sales process, reducing lead conversion time by 25%; this improvement not only accelerated our sales cycle but also enhanced the overall customer experience, making it easier for clients to engage with our services

THE BIM ENGINEERS

Business Development Executive

SEP 2023 – DEC 2024

- Developed and implemented targeted data mining strategies, which improved our market research efforts and provided valuable insights for decision-making.
- Conducted thorough market research to identify potential leads, helping the team focus on high-value opportunities that align with our business goals.
- Managed lead generation activities using innovative techniques, resulting in a noticeable increase in qualified prospects for our sales team.
- Utilized ZOHO CRM effectively to track interactions and maintain relationships with leads, ensuring seamless communication and follow-up.
- Executed a comprehensive outreach process consisting of email and social media touches, which enhanced our engagement rates and strengthened our brand presence.

SINZO

Human Resource Department - Intern

SEP 2023 – DEC 2024

- Working as a human resource intern.