

KARTIKYA MADAN

Business Development

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SUMMARY

Motivated recent graduate with a strong foundation in business development, sales, and marketing. Skilled in market research, data analysis, and evaluating growth strategies, with a keen ability to collaborate effectively within teams. Comfortable managing multiple priorities and using insights to support strategic decision-making. Eager to build meaningful relationships with clients and decision-makers, while continuously expanding my skills and industry knowledge. Recognized for strong communication and problem-solving abilities, and deeply committed to leveraging industry trends to drive success and contribute to team and organizational growth.

SKILLS

Negotiation Skills	Market Research and Analysis	
Microsoft Office	Strategic Planning and Forecasting	
Effective Communication	Problem Solving	Critical Thinking

EXPERIENCE

Trainee-Strategic Partnership & Corporate Alliances

Apollo24|7 📅 07/2024 - Present 📍 Gurgaon

Apollo 24|7 is India's largest multi-channel digital healthcare platform, offering online pharmacy, doctor consultations, and diagnostic lab tests at home. It aims to make healthcare affordable and accessible through advanced technology and extensive research.

- **Client Portfolio Management:**
Managed a portfolio of **5 clients**, overseeing tasks such as health check bookings, invoicing, RFQ handling, and agreement processing to ensure smooth and timely execution of services.
- **Client Query Response Time Improvement:**
Achieved a **50% reduction in response time** for client queries by refining communication protocols and improving coordination within the team.
- **Coupon Creation & Management:**
Created and managed coupon codes on a monthly basis, ensuring that they align with client requirements and are effectively tracked and utilized.
- **Juspay Bank Offer ID Creation:**
Created and managed **20-25 Bank Offer IDs** monthly in Juspay, mapping them to corresponding coupons to ensure seamless integration and accurate processing for client promotions.
- **RFQ Management:**
Handled RFQ requests, particularly for annual health checks, ensuring that both client and company requirements were met and processed efficiently. Successfully closed **8 RFQs** for major clients to date.
- **Agreement & Invoicing Process:**
Managed the entire agreement lifecycle and invoicing process for corporate clients, including health check bookings for partnership clients and ensuring timely invoicing. Utilized Paytm Dashboard for generating payment links and downloading invoices, ensuring smooth payment processing.

EDUCATION

Bachelors in Business Administration

KR MANGALAM UNIVERSITY

📅 08/2022 - 06/2025

Grand Columbus International School

12th- 89%

📅 2022

Manav Rachna International School

10th- 79%

📅 2020

COURSES

Digital Marketing Strategy – Online Certification from Great Learning

Using Basic Formulas and Functions in MS Excel – Online Certification from Coursera

Creating Charts and Dashboards using MS Excel – Online Certification from Coursera

Human Resource Management – Online Certification from Great Learning

VOLUNTEERING

Teacher

Prayas Welfare School

📅 06/2023 - 07/2023

- Developed and delivered interactive lesson plans, engaging underprivileged students through tailored learning strategies.
- Conducted interactive activities and sessions to promote student participation and enhance learning outcomes.
- Created a supportive learning environment, using communication and patience to address students' challenges.

LANGUAGES

English

Hindi