

# HARSHITHA M

**Lead Generation and Client Engagement |  
Consultative Communication and Client Handling**

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## SUMMARY

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Detailed-oriented and proactive BBA student with internship experience in Business Development (Sales) and Pre-Sales, skilled in research, generating qualified leads, engaging prospective clients, and helping them make confident decisions. I've supported real estate and digital service projects by identifying customer needs, simplifying options, and building trust through clear, honest communication. Skilled in CRM usage, objection handling, and maintaining a consistent follow-up rhythm to move leads through the pipeline. Known for being adaptable, thoughtful with customers, and driven to create meaningful, value-focused conversations that lead to real results.

**TECHNICAL SKILLS:** Advanced Excel (Data Analysis, Pivot Tables, Reporting), CRM Tools (Lead Management & Data Tracking) | MS PowerPoint & Google Slides (Presentations, Proposals) | Tally Prime & Tally ERP9 (with GST)

## PROFESSIONAL EXPERIENCE

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### FORTUNE ONE BUILD & CO

Bangalore, Karnataka | July 2025 – September 2025

Pre-Sales Intern

Supported pre-sales activities for two real estate projects, enhancing client engagement and lead generation. Improved communication, market analysis, and CRM proficiency while contributing to sales pipeline development.

- Generated and qualified 15+ high-potential leads across both real estate projects.
- Consulted with prospective buyers to assess their requirements and matched them with suitable real estate offerings.
- Leveraged CRM tools to manage client information, streamline follow-ups, and track lead progress effectively.
- Gained insights into real estate market trends and customer behaviour, strengthening sales acumen.
- Collaborated with the sales team to enhance client presentations and improve overall pre-sales effectiveness.

### RSOCIAL

Bangalore, Karnataka | February 2025 - March 2025

Business Development Intern (Remote)

Contributed to client acquisition and service delivery in business development, focusing on digital solutions such as SEO, Google My Business (GMB), and website optimisation. Developed strong client communication and consultative skills while directly supporting business growth.

- Successfully closed 2–3 new clients, contributing to revenue growth during the internship period.
- Engaged with potential clients to understand their specific business and website development needs, ensuring alignment with offered services.
- Presented tailored solutions, including SEO, GMB, and digital marketing services, strengthening client relationships and trust.
- Built foundational knowledge of digital marketing services and business development strategies.

## **EDUCATION**

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**BACHELOR OF BUSINESS ADMINISTRATION(BBA- REGULAR),  
MOUNT CARMEL COLLEGE AUTONOMOUS | 2023-2026**

**LANGUAGES:** English(Fluent)  
Tamil(Native)  
Kannada(Proficient)  
Hindi(Proficient)

**INTERESTS:** Music(singing, songwriting, and learning instruments) | Travelling and trekking | Podcasts and continuous learning