

Keya Bhattacharjee

Business Development Manager | MBA (IIFT) | B.Tech (NIT Silchar)

A Business Development professional with **8 years** of experience in **Marketing and Consulting**. I have worked for various industries, in India and abroad and have worked closely with clients across the globe. My greatest strengths are quick learning and adaptability. I have successfully delivered sustainable revenue growth and profits in my previous roles.



Personal Information

Current Address :
Bangalore

Home Address : Assam

DOB : 4th June 1990

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Skills

Business Development

Category Management

Sales & Marketing

Business Consulting

Team Management

B2B Sales, B2C Sales

Product Management

Software Development

Industry

Education

IT

Hospitality

Foreign Exchange

Manufacturing

Certifications

Six Sigma Green Belt

Data Analytics

Foundations of Project Management

Digital Marketing

Languages

English , Hindi

Bengali , Portuguese

Hobbies

Music, Painting

Professional Experience

- Dec '22 – **Business Development Manager - Software Outsourcing, IT**
- Apr '23 *IBS Vietnam Company, Vietnam*
- Led the software development outsourcing for **North America** and **Europe** market
 - Led the **digital marketing** and **business development** activities for the company
 - Successfully onboarded **multiple new clients** from international market
- Mar '20 – **Assistant Director – Admissions , Education**
- Sep '22 *GITAM University, Visakhapatnam*
- Led the end-to-end admission process for Management, Law & Humanities programs
 - Strategised and executed the sales and marketing activities including **digital marketing, field sales, partnership** with affiliates, **branding** and **advertisement** etc.
 - Managed a team** of 12 Admission Officers and 3 Product Manager
 - Successfully accomplished 2130 admissions in 2022 and 1985 admissions in 2021
- Oct '19 – **Business Development Manager – Supply , Hospitality**
- Mar '20 *OYO, Visakhapatnam*
- Onboarded properties to OYO, managed their **P&L account** and **customer experience**
 - Conducted **market research** and onboarded 14 properties (392 SRNs) in 6 months
 - Received A+ grade for all month after the completion of training
- Jun '18 – **Corporate Sales Manager , Packaging**
- Aug '19 *INCEP Limited , Mozambique*
- Managed the **B2B sales** of corrugated packaging products across African nations
 - Handled **customer accounts**, with an annual sales volume of 1.2 million USD
 - Achieved growth of 0.5 million USD (66% increase) in annual sales volume
- Jan '18 – **Regional Sales Manager – Eastern India , Foreign Exchange**
- May '18 *Centrum, Kolkata*
- Led the **B2B and B2C Sales** of Forex for Eastern India consisting of 10 branches
 - Involved in **Budget preparation** and **Target allocation** for the branches
 - Achieved forex sales of 1.1 Mn USD in 4 months, and a MoM growth rate of 15%
- Jul '12 – **Consultant , IT**
- Jun '15 *Unisys, Bangalore*
- Worked as **Application Developer** for client projects based out of the USA and UK
 - Understand customer requirements and implemented the requirements
 - Worked extensively on **VBA Macros** for Excel and Word, **C, C++, C# .Net** and **SQL**
 - Received award for valued contribution towards knowledge sharing

Education

- Jul '15 – **MBA , International Business, Indian Institute of Foreign Trade**
- Apr '17 *CGPA – 3.24/4.33*
- Graduated with dual majors in Marketing and Finance and minor in Strategy
 - Was the Senior Club Coordinator , Consulting Club at IIFT
 - Campus finalist of CWLA (Citi Women Leadership Award) by Citibank
- Jun '08 – **B.Tech , ECE, National Institute of Technology Silchar**
- May '12 *CGPA – 8.2/10*
- Member of Hostel Management Committee

Internship

- Apr '16 – **MBA Internship , TCS, Hyderabad**
- May '16
- Worked on 'Special Initiatives: Building a Process Asset to Enable Complex Process Transformation'
- Jun '11 – **B.Tech Internship , TTSL, Shillong**
- Jul '11
- Worked on 'Functioning and Optimization of radio Access Network'