

MARDHAVAN ABBATHINI

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Professional Summary

A results-driven Business Development Associate and Account Manager with hands-on experience in B2C sales, client acquisition, and account management. Demonstrated expertise in leveraging CRM platforms (HubSpot, Salesforce), sales automation tools (Lemlist, Apollo.io), and analytics software (Power BI, GA4) to efficiently manage sales pipelines, drive lead generation, and increase customer retention. Proven ability to optimize sales strategies, build long-term relationships, and drive revenue growth in the SaaS and EdTech sectors. Skilled in using market intelligence (SEMrush, SimilarWeb) to support data-driven decision-making and ensure strategic alignment with client needs. Committed to delivering measurable outcomes through effective sales operations, improving operational efficiency, and enhancing client satisfaction.

TECHNICAL SKILLS

Sales & Account Management: B2C Lead Generation, Sales Pipeline Optimization, Account Retention, Client Acquisition & Onboarding, Customer Segmentation, Sales Strategy Execution, Cross-Functional Collaboration

CRM & Outreach Platforms: HubSpot CRM, Salesforce, Apollo.io, LinkedIn Sales Navigator, Outreach.io, Lemlist, Mailchimp

Market Research & Competitive Intelligence: SimilarWeb, SEMrush, Crunchbase, ZoomInfo, Statista, Ahrefs

Communication & Presentation: Proposal Writing, Business Case Development, ROI Modeling, Negotiation, Client Presentations, Sales Deck Creation, Email Marketing Campaigns

Customer Insights & Relationship Management: Customer Journey Mapping, Client Retention Strategies, Engagement Analytics, Account Growth Strategies

PROFESSIONAL EXPERIENCE

Business Development Associate

August 2025 – Present

Applywizz

- Created a dynamic lead generation strategy using LinkedIn Sales Navigator, Apollo.io, and ZoomInfo, focusing on high-value education consultancies and SaaS partners. This led to the identification of 200+ qualified leads per quarter, improving the pipeline by 35% and driving consistent sales opportunities.
- Optimized outreach efforts through HubSpot CRM and Lemlist, automating personalized email sequences. As a result, the team experienced a 35% improvement in reply rates, while reducing the average response time by 40%, accelerating the overall sales cycle.
- Integrated HubSpot automation with Google Sheets, streamlining pipeline tracking and deal management. This initiative enhanced real-time visibility and contributed to a 20% increase in operational efficiency, enabling better tracking of sales progress and more informed decision-making.
- Collaborated with the marketing and analytics teams to analyze GA4 and Power BI data, optimizing lead-to-demo conversion strategies. This collaboration resulted in a 22% increase in conversion rates, ensuring a higher number of quality leads progressed through the sales funnel.
- Developed custom business proposals and ROI models using Excel and PowerPoint, ensuring alignment with client goals in the EdTech sector. These proposals helped secure contracts exceeding ₹15L, expanding the client base and establishing strong partnerships with key institutional clients.
- Automated the client onboarding process using Zapier and Google Forms, reducing manual intervention and improving the client experience. This initiative decreased onboarding timelines by 25%, providing a seamless and efficient transition for new clients.

PROJECTS

B2C Lead Automation & Analytics Initiative

- Developed an integrated sales prospecting pipeline using LinkedIn Sales Navigator, Apollo.io, and ZoomInfo to gather firmographic data and identify key accounts for outreach. Prioritized 500+ high-value leads to ensure effective targeting.
- Automated outreach sequences using HubSpot CRM and Lemlist, creating personalized email campaigns to engage prospects and increase conversion. This automation improved lead nurturing and shortened response times.
- Created real-time dashboards in Power BI to track key performance metrics, providing insights into campaign effectiveness. The initiative resulted in a 35% increase in MQL volume and a 24% boost in campaign ROI, optimizing resource allocation.

Strategic Partnership Outreach Campaign

- Conducted detailed research using Crunchbase, SimilarWeb, and SEMrush to identify potential university and consultancy partners. Mapped target ecosystems and identified 40+ high-value stakeholders for outreach.
- Initiated personalized outreach sequences through LinkedIn Sales Navigator and email campaigns, securing meetings with decision-makers. The targeted approach resulted in 8 successful partnerships and expanded the company's presence in key regions.
- Developed ROI models and proposals using Excel to align product offerings with client needs and KPIs. The proposals helped close contracts worth over ₹15L, strengthening relationships with regional EdTech institutions.

EDUCATION

Jawaharlal Nehru Technological University, Hyderabad

2020 – 2024

Bachelor of Technology in Electronics and Communication Engineering

CERTIFICATIONS

- Business Development Foundations** – LinkedIn Learning
- Sales Operations & Management** – LinkedIn Learning
- Google Analytics for Beginners** – Google Analytics Academy