



AKASH PATEL

Canada

skyjpatel7@gmail.com / 4377748482

2 JEFFCOAT DRIVE, ETOBICOKE, ONTARIO M9W 3B4

SUMMARY

Highly accomplished and results-driven Senior Business Development Manager with years of experience in driving business growth, cultivating strategic partnerships, and expanding market presence. Also, in my capacity as an expert in digital marketing, I will lead your online marketing initiatives by enhancing your brand's online presence and interacting with your target market. In addition, I'll help you build and implement your digital marketing plans.

SKILLS

- MS Word
- MS Excel
- MS Outlook
- MS PowerPoint
- CRMs
- Internet Research
- Data Entry
- Data Management
- Data Analysis
- Relationship Management
- Negotiation and Deal Making
- Leadership and Team Management
- Communication and Presentation
- Account management
- Project management
- Strategic Vision
- Inclusion/Diversity
- Territory Management

EXPERIENCE

Sales Consultant / Sunwave Solar - North York, Canada

2020 - 2022

- Conducted comprehensive market research and analysis to identify potential sales opportunities, target key clients, and develop effective sales strategies, leading to a 10% increase in customer acquisition.
- Stay up-to-date with digital marketing best practices, tools, and industry developments to continuously improve our digital marketing efforts.
- Collaborated with cross-functional teams, including marketing and product development, to provide valuable insights on customer preferences and market trends, and also contributed to the successful launch of three new product lines.
- Provided sales support for marketing initiatives of services in North America, communicating with prospective clientele to increase market area as well as clientele base.
- Conducted regular sales training sessions for new hires, sharing best practices, product knowledge, and sales techniques, resulting in a 30% improvement in sales team performance.

Insurance Broker / Allstate Canada - Parkway, Markham, Canada

2020 - 2022

- Developed and maintained a client base by prospecting and identifying potential customers for insurance products and services.
- Utilize various digital channels such as search engine marketing (SEM), search engine optimization (SEO), social media, email marketing, and display advertising to reach our target audience.
- Identified areas of sales deficiency, which are opportunities for growth, and execute strategies to minimize disenrollment and decreases in membership.
- In order to best balance the interests of customers and their options for coverage, gagging as a bridge between clients, insurance brokers, and insurance company suppliers and staff. Leveraged existing agency alliances and formed new ones to provide the most leads and market penetration.
- Monitor industry trends, competitor activities, and emerging technologies to identify new opportunities and stay ahead of the curve.

- Built and maintained relationships with key clients, partners, and stakeholders to establish strong business networks and foster collaboration.
- Develop and execute digital marketing campaigns to enhance brand awareness, generate leads, and drive online traffic.
- Analyze and optimize campaign performance using data-driven insights to maximize ROI and drive business growth.
- Represented the company at industry conferences, events, and networking opportunities to build brand awareness, generate leads, and establish thought leadership.
- resolved client issues, made sure customers had a great shopping experience from the beginning to the end, and promoted products on numerous social media sites including Facebook and Instagram.

Payment & Sales Executive / PC Financial - Toronto, Ontario, Canada**2017 - 2018**

- Developed and maintained relationships with key clients, providing exceptional customer service and support throughout the payment and sales process.
- promoted and advertised PC Financial credit cards and payment options; identified client needs and provided solutions to address those needs.
- Analyze and optimize campaign performance using data-driven insights to maximize ROI and drive business growth.
- Manage and measure the effectiveness of digital marketing campaigns through key performance indicators (KPIs) and metrics.
- Created opportunities and strategies to develop new sales and consistently achieve targets, and also ensured a high standard of customer service in line with the quality and standards.

Sales Executive / R Logistics Partnership - Applewood, Canada**2013 - 2016**

- Collaborated with cross-functional teams, including marketing and customer service, to deliver exceptional customer experiences and meet client expectations.
- Continuously updated knowledge of industry trends, competitor activities, and market dynamics to identify opportunities and stay ahead in the market.
- Participated in an employee-oriented company culture that emphasized quality, continuous improvement, and high performance.
- Took care of and managed all facets of client interactions and the sales cycle, including sales to both existing and potential customers, pricing negotiation, pipeline management, training, and marketing assistance.
- Effectively communicated the value proposition of products/services to clients, highlighting key features and benefits to drive sales.

EDUCATION AND TRAINING**Degree:** Business Administration, Georgian College - Ontario

QUALIFICATION

- Bachelor's degree in Marketing, Business, or a related field.
- Proven experience in digital marketing

ACCOMPLISHMENTS:

- Ranked as #1 sales consultant in 2022.
- Won employee of the month award for exceeding sales quotas.
- Ranked #1 within Ontario for exceeding sales and warranty compensation goals.
- Achieved weekly sales goals consistently.
- Increased sales by 20% due to marketing initiatives.
- Consistently achieved assigned sales/growth targets consecutively.