



SUSHMITA PATEL

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DOB : 19/11/97

OBJECTIVE

Experienced and effective Business Development Manager bringing forth valuable industry experience and a passion for management. Results oriented with a proven track record of improving the market position of a company and maximizing opportunities for financial growth. Adept in analytical thinking, strategic planning, leadership, and building strong relationships with business partners.

EXPERIENCE

INDOLYTICS PVT. LTD.

2-03-2018 - 1-02-2019

Business development executive

- Responsible for account development, cold calling, assessing client needs, and identifying solutions.
- Manage account relationships, contract negotiations, sales, pricing, and billing.
- Collaborate with cross-functional teams to improve customer service experience
- Lead planning, strategy, proposal process, and bid preparation.
- Perform market research on competitive landscape and industry trends.

ALIGHT PVT. LTD.

10-04-2019 - 18-09-2021

Business development manager

- Developed processes for lead generation leading to 20% year over year revenue growth.
- Experimented with messaging to new potential customers, increasing conversion rate by 15%.
- Built out a referral program for lead generation.
- Liaised with scheduling, field operations and engineering on project development and asset optimization for refined product Marketing terminals across local and government platforms too.
- Development of product and prepare presentation on it.

LAURUSS INFOWAYS PVT. LTD.

14-02-22 - 05-05-22

Business development executive

- Developed and implemented strategic business plans and marketing strategies.
- Helping to drive overall market and technical strategy.
- Identified specific prospects to reach out to, with an effective plan for communicating the specific value proposition for their business.
- Prepared and delivered business reviews to the senior management team regarding progress.
- Managed complex contract negotiations and communication with legal professionals.

EDUCATION

GUJRAT UNIVERSITY

2019

Bachelor in engineering
Grades - 8.3

SKILLS

Communication skill ,Marketing strategies ,Social media marketing ,Research skills,Project management skills,Marketing Strategies ,,,

LANGUAGE

English , Hindi, Gujarati ,