

## Contact

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## Top Skills

Business Development

Account Management

## Languages

English, Hindi, Sindhi & Gujarati

## Certifications (<https://t.ly/RMW4>)

Sales (5)

Marketing (8)

Design (Presentation) (1)

Project Management (3)

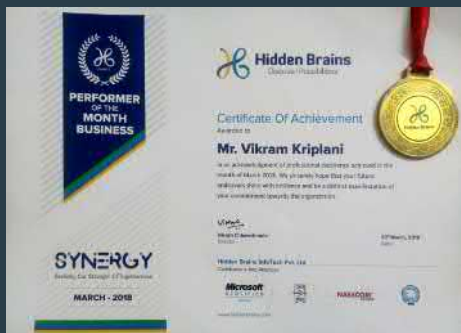
Technology (7)

Tools (6)

Finance (14)

Renewable Energy (1)

## Honors & Awards



# Vikram Kriplani

Sr. Business Development Exe. & Clients Account Manager  
(Strategic, Named & Key Relationships) - IT / Software | Hold  
Certifications in Sales, Marketing, Project Management,  
Technology, Finance & Renewable Energy  
Ahmedabad, Gujarat, India

## Summary

Over 16 years of experience spanning Sales, Marketing, BPO & Finance

## Experience

### A1Brains

6 years 8 months

Senior Business Development Executive

July 2015 - January 2021 (5 years 7 months)

Ahmedabad, Gujarat, India

Responsible for

- Hunting new opportunities to win new logos;
- Farming existing clients for recurring business & referrals;
- Building a pipeline of prospects & warm leads to better sales;
- Relationship & account management to eventually grow business & target million dollar revenues;
- Collaborating with pre-sales for technical support, RFP bid proposals, etc.

Note: Teams at A1Brains & Hidden Brains work together

Senior Search Engine Optimizer

June 2014 - June 2015 (1 year 1 month)

SEARCH ENGINE OPTIMIZATION (SEO)

- Website Review, Strategy & Analysis, On-Page & Off-Page Optimization, Content Writing, Social Media Lead Generation, etc.

APP STORE OPTIMIZATION (ASO)

- App Keyword Research using various tools;
- Improve App Visibility and Discovery through App Title, Description and Keyword Optimization & Localization;

- Initial ASO Analysis (iOS & Android Apps ONLY), Report Making & Recommendations.

### Space-O Digicom (Part of Space-O Technologies)

#### Content Writer

October 2012 - February 2014 (1 year 5 months)

- Produce original & engaging content for digital channels;
- Collaborate with SEO and other content contributors;

### Hitech Digital Solutions LLP

3 years 4 months

#### Search Engine Optimizer

October 2010 - September 2012 (2 years)

#### • WEB CONTENT CREATION:

Writing Articles, Press Releases, Blogs, Website Pages, etc.

#### • OFF-PAGE OPTIMIZATION AND LINK BUILDING:

Forums, Directory, Classified, Social Bookmarking, Business Listing / Profile Creation, Blog Commenting, News Release / Article / Web 2.0 Blog Submissions, etc.

#### • ON-PAGE OPTIMIZATION:

Keyword Research, Title & Description, Alt, H1 to H6 and Other Meta Tags, Content Improvisation, Call to Action Phrases, (Minor) HTML Web Page & CSS Editing, etc.

#### • REVIEW & REPORT:

Review Google Analytics, Webmaster Tools & Stat Counter; and Make Reports & Strategies.

### Support Executive

June 2009 - September 2010 (1 year 4 months)

- Pursuit lead generation, i.e. finding open bid opportunities;
- Seeking clarifications from purchasing / procurement / buyer authorities;
- Listing tenders & RFP ads on B2B marketplace; and
- Live chat support and response.

### DRC Systems

#### Customer Care Executive

January 2009 - April 2009 (4 months)

#### FOR INBOUND PROCESS (US)

- Customer Support & Query Resolution via telephone & e-mails;

#### FOR OUTBOUND PROCESS (US)

- Cold calling & telesales of healthcare products

#### Moksha Business Solutions Pvt. Ltd.

2 years 7 months

##### Debt Adviser

April 2008 - December 2008 (9 months)

Gandhinagar, Gujarat, India

- Counseling UK citizens on their debts;
- Assessing budget & situation for Debt Management Solution;
- Taking clients' feedback about direct creditor proceedings.

##### Verification Officer

April 2007 - March 2008 (1 year)

Gandhinagar, Gujarat

- Verifying the details captured by agents (callers) and rectifying the errors while assessing potential client's interest in the deal;
- Live (Hot) transfer of interested parties (leads) to UK-based financial advisers for quotes; and
- Performing follow-ups as appropriate.

##### Customer Care Executive

June 2006 - March 2007 (10 months)

Gandhinagar, Gujarat

- Qualified lead generation & prospecting via outbound / cold calling in the UK;

#### Etech Texas

##### Agent (Voice)

November 2005 - February 2006 (4 months)

Gandhinagar, Gujarat, India

- Answering inbound calls and dialing for outbound campaigns.
- Cross-Selling & Upselling telephone and data subscription plans

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## Education

#### Gujarat University

Bachelor of Commerce (B.Com.) (2003 - 2006)