

Mayur Chauhan

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PROFESSIONAL SUMMARY

Interest in AI and machine learning manifests through achievements in certifications like Artificial Intelligence Foundations, Machine Learning, and Google Data Analytics. Exceptional proficiency in Python drives enthusiasm for continuous learning and substantial contributions to the ever-evolving AI sector. A 14-year tenure as a Business Development Manager showcases excellence and a desire to employ expertise to foster innovation in the AI industry.

WEBSITES, PORTFOLIOS, PROFILES

- [linkedin.com/in/mayurchauhan/](https://www.linkedin.com/in/mayurchauhan/)

SKILLS

- AI-Powered Shopping Ads
- Large Language Models (LLMs)
- CRM -Odoo
- Chat GPT
- Various AI tools and Platform
- Global Sales and Marketing
- E-Commerce Strategy
- Social Media Digital Marketing
- Sales expertise
- Sales Management Strategic
- Relationship building and management
- Business Planning
- Business Growth
- Customer Relationship Management
- Marketing

WORK HISTORY

BUSINESS DEVELOPMENT MANAGER | 03/2023 to Current

Business Development Manager - Ahmedabad, India

- **Strategy and Branding:** Executed impactful branding strategies and oversaw project execution, contributing to successful deal closures.
- **Consulting and Networking:** Provided strategic IT business consulting, fostering local client partnerships and valuable networking connections.
- Reached out to potential customers via telephone, email, and in-person inquiries.
- **Sales Excellence:** Drove sales and services in Website Development, Web Application Development, and Digital Marketing.
- **Lead Generation and Analysis:** Excelled in international lead generation, analyzing client needs to deliver detailed proposals.
- **Project Management Expertise:** Demonstrated end-to-end project management expertise, ensuring technical excellence and client satisfaction.
- **Efficient Portfolio Management:** Utilized Salesforce, LinkedIn Sales Navigation, and various tools for effective portfolio management and lead generation.

Client Relations and Sales Efficiency:

- Nurtured enduring client relationships and strategically managed the sales pipeline for successful conversions.

Market Analysis and Reporting:

- Conducted thorough market analyses and provided insightful sales reports for informed decision-making.

Technical Skills:

- Website/Web Application Development
- Mobile App Development (Hybrid/Native Applications)
- SEO Implementation and Adherence to SEO Rules (URL, Meta Tags, etc.)

BUSINESS DEVELOPMENT SPECIALIST | 05/2022 to 10/2022

GYAATA / TECHNOMARK SOLUTIONS LLP - Ahmedabad, India

- Built new clients by networking or other means of generating interest from potential clients, this role has to aggressively source and secure new accounts/business.
- With strong knowledge of the latest SEO best practices, acumen with digital (including social media) marketing
- **Marketing and Lead Generation:** Generating qualified leads through website marketing, Branding using SEO, SMO, AD strategies, PPC campaigns, Cold calls, Email marketing, channelized marketing using LinkedIn and several paid sources.
- Generating business through online freelancing portals like UpWork, GURU, Freelancer to generate and convert high-quality leads.
- Developed impactful project documents and techno-commercial proposals, showcasing expertise in client-centric

customization.

- Achieved 25% increase in business from designated regions, optimizing networking and lead generation strategies.
- Came up with detailed plans to enhance sales management and prioritize long-term business goals

ASSISTANT MANAGER-SALES | 10/2021 to 04/2022

Zaptech Solutions Pvt Ltd./Builderfly.com - Ahmedabad, India

- Led sales team to 30% target achievement through strategic guidance.
- Boosted revenue by 25% through proactive sales performance monitoring.
- Fostered 20% growth in partnerships by cultivating strong relationships.
- Identified and capitalized on sales prospects, yielding 15% volume increase.
- Demonstrated efficiency, ensuring seamless workflows and stakeholder satisfaction.

SALES AND MARKETING SPECIALIST | 06/2018 to 03/2021

Freelance Sales and Marketing Specialist (Remote) | Mayur Chauhan - Gujarat, India

- With an extensive background in multi-channel advertising campaigns, expanded brand reach by 35%, Utilized negotiation skills to secure contracts, contributing to a 25% growth in project revenue, Collaborated seamlessly with sales teams, driving a remarkable 30% increase in lead conversion rates through highly effective digital marketing strategies, Demonstrated adeptness at prospecting, negotiation, and building lasting relationships, ensuring a consistent 20% boost in overall profitability, Exemplified strong analytical skills, refining marketing initiatives, and achieving a 15% higher conversion rate.
- Created and maintained customer databases to facilitate customer segmentation
- Executed digital campaigns to improve brand awareness and online presence

ZONAL SALES MANAGER | 07/2014 to 05/2018

Jaguar Service Ltd- Interspace Communications - Ahmedabad/Mumbai, India

Diverse Mobile Marketing, Experiential Marketing, Event Marketing, Brand Activation, and Out-of-Home (OOH) Media Planning & Buying

Media Planning & Buying:

- Strategized, planned, bought, and executed national plans based on client demand.
- Acted as a single point of contact for handling regional business requirements.
- Managed a team of 4 people for buying and operations roles at the WestZone India level.
- Successfully managed and executed over 50 campaigns for various clients.
- Serviced blue-chip clients including Zee TV (Fear Files), Life Ok, Star Plus, SonyTV, Standard Chartered Bank, Honda, Samsung, Hyundai, TV Serial and Movie Promotions.

Account Management & Business Development:

- Independently managed major corporate accounts in the West Zone, coordinating nationwide mall activations.
- Cultivated and nurtured relationships with agencies and direct clients such as Lakshya Media, Jagran Solution, Poster Scope, and Vibrant (in-house) for all Reliance Industries LTD brands.
- Managed MIS, estimation, invoicing, and collection for all clients operating out of WestZone India.
- Oversaw client and supplier reconciliation.
- Led a team of 5 people and reported directly to the Director.

SENIOR SALES EXECUTIVE | 03/2013 to 06/2014

TV Vision Ltd. - Ahmedabad, India

- Formulated and executed forward-thinking marketing strategies, propelling 15% annual increase in sales revenue, Demonstrated astute market trend analysis, enabling implementation of targeted marketing strategies that achieved 20% growth in market share, Employed versatile mix of marketing approaches, resulting in 10% rise in profitability and commendable 60% target conversion rate, Proficiently handled stakeholder communication, showcasing exceptional negotiation skills and being instrumental in converting 70% of leads.
- Utilized multiple marketing strategies to improve profitability
- Analyzed market trends in consumer industries to implement appropriate marketing and sales methods

MEDIA SOLUTIONS MANAGER | 12/2011 to 11/2012

Amagi Media Labs Pvt Ltd - Ahmedabad, India

- Amagi Media Labs is a media technology company that offers cloud-based solutions for broadcast and connected TV. The company facilitates the geographic targeting of TV advertisements. It is a unique mix of media and innovation that has made way for a new TV-media advertising platform.
- Responsible for targeted Tv ad sales in Gujarat and Network Market and taking care of UTV Movies, zoom, IBN-7 & AAJ TAK brings services that are cost-effective, powerful, focused, and result-oriented.

SENIOR MARKETING EXECUTIVE | 04/2007 to 10/2010

Integrated Databases (India) Limited, India Today Group - Ahmedabad/Mumbai, India

- Demonstrated results-oriented approach, effectively managing print media databases, executing direct marketing strategies, and excelling in B2B sales, Engaged with clients in Building/Construction MFRs industry, crafting and implementing impactful promotional strategies to meet and exceeding sales targets across Gujarat and Mumbai,

Conducted various business activities, including Database Management, Tale and Direct Marketing, and International Yellow Page Sales and Electronic Directory.

- Increased market awareness and penetration through development of creative collateral
- Produced media kits to showcase key marketing analytics and demographics for sales presentations
- Developed marketing plans based upon extensive research and prospects targeted

EDUCATION

National College of Commerce - Ahmedabad,Gujarat/India | B.Com

Advanced Accounting And Auditing, 2010

Shree Sharda Higher Secondary School - Ahmedabad,Gujarat/India | 10th And 12th

Gujarat Board -HSC And SSC, 2005

ACCOMPLISHMENTS

- Achieved record-high client growth in 2023 by developing a comprehensive sales and marketing plan.

AFFILIATIONS

- Association of Information Technology Professionals
- Lions Club

ADDITIONAL INFORMATION

Course & Certifications

1. Artificial Intelligence Foundations: Machine Learning - LinkedIn: AQ-93PWemGnFbEjaAg1_Ry-dzUL_

2. International Academic qualification - World Education Services ECA#4262041IMM

3. Marketing and Communications - International Business Management Institute (IBMI)

509019-166-798-7003

4. Google Data Analytics Professional Certificate-Foundations: Data, Data, Everywhere - Google Career Certificates

SDLL8SWPDAQ9

5. Python - GUVI Geek Networks, IITM Research Park 251Bm98T340s53M67j

6. AI-Powered Shopping ads Certification - Google Digital Academy (Skillshop) Issued Aug 2023 - Expires Aug 2024

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7. Large Language Models (LLMs) - DataCamp #30,385,638

8. Computer Hardware Engineer - Lact Computer Education & IT solutions Link Academy of Computer Technology

LANGUAGES

Gujarati

Hindi

English