

MOHAMMADAZIM SACHORA

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Professional Summary

Experienced business development professional looking for leadership position with increasing responsibility and room to contribute to company success. Solid record of achievement over 2 years in business development, sales and marketing.

Experience

Orchids the International School | Pune,
India

Business Development Manager

05/2021 - Current

- Managed **3 branches of OIS** for both lead generation and lead conversion, Handled team of **50+ people**
- Conducted market intelligence and competitive benchmarking analysis for **10 potential clients and 3 TGs**
- Optimized counselings process to increase the lead Conversion rate to **1.9% (↑53%) and DG by 3.3% (↑42%)**
- Developed relationships with **200+ Societies** in local area to increase student enrollment by **40% within 1 year**
- Led the team to do highest number of admissions generating revenue of **~₹16 Million in span of 4 Months**
- Coached and trained staff to comply with company policy and procedures.

Synconic Solutions

Sales and Marketing Intern

06/2020 - 08/2020

- Reached out to **50+ schools** through targeted cold calling & email marketing campaigns, boosting **sales by 10%**
- Devised intelligent GTM strategies to successfully launch new ed tech product, driving a **120% increase in B2B Sales**

DeltaStep Learning

Sales and Marketing Intern

04/2020 - 06/2020

- Cultivated relationships with over **200 schools** to bring an Edtech product sales trial, resulting in **50+ sales engagements and a 35% successful trial completion rate**
- Created written content tailored towards prospective decision makers at schools, increasing **engagement by 80%**.

Core Qualifications

- Sales
- Business Development
- MS excel/Google Sheets
- CRM
- Performance tracking and evaluations
- Team handling
- Marketing

Education

Faculty of Management Studies. Delhi

MBA in Marketing & IT. 2021

- Dissertation in **Pricing strategies for FMCG products**

Nirma University Ahmedabad

B.Tech in Chemical Engineering. 2018

- **Marketing Head of ChESA**

Accomplishments

- Won a **silver medal twice** in a state-level chess competitions. competing against **350+ participants**.
- Awarded **best BDM** award thrice in last academic year 2022-23 for achieving sales target by **160%**

Certifications

- Completed **Fundamentals of Digital Marketing** by Google Digital Garage through the Open University
- Udemy **Marketing Analytics** Certification by Nate Coughran: covering 40 hours of content and 4.6 rating
- Successfully completed a course of Building and Managing high performing Sales team