

TEJAS GAIKWAD

MBA in Marketing

+91-7020582834 | tejas2996@gmail.com



CAREER SUMMARY:

Strategic Business Development professional with a proven track record in identifying and closing deals. Skilled in lead generation, solution development, and building strong client relationships with domestic as well as international clients.

WORK EXPERIENCE / INTERNSHIPS:

Bind Systems - (Bangkok- Remote)

Business Development Executive | April'23 to Oct '23 | 7 months

- Conducted comprehensive **secondary research** on prospective clients, resulting in a **30% improvement** in high-quality leads from platforms like LinkedIn Sales Navigator and Appollo.io.
- Analyzed current industry trends through **competitor analysis**, providing strategic insights for business development.
- Facilitated seamless communication between international clients and CRO, CXO, ensuring client satisfaction and successful opportunity outcomes.
- **Mentored and supervised** interns, enhancing productivity and fostering a clear understanding of our company's products.
- Developed a **targeted product solution document**, showcasing how our offerings addressed client-specific needs, leading to a 60% increase in response to initial contact.
- Collaborated with **cross-functional** teams in India and Thailand to streamline internal processes.

Business Development Intern | Signzy Technology Intern | Nov'22 to March'23

- Leveraged **Salesforce CRM** to handle inside sales operations, managing over **60+ inbound leads** daily through emails and cold calls
- Recorded 40+ API videos to streamline workflows and enhance client understanding of API output and its integration.
- Conducted **detailed product demos**, to the clients on product features
- Collaborated effectively with **cross-functional** teams to overcome client roadblocks and ensure customer success.

Business Development Intern | Equaim Intern | Oct'22

- Successfully generated a **pipeline of qualified leads** through targeted outreach through freelancing websites like Upwork, Fiverr
- Developed **compelling proposals** tailored to each client's unique needs and objectives increasing conversion rate by 20%
- Established a strategic alliance with the Co-founder to align **business goals** and drive operational excellence.

Kashmiri Products - (Nasik, Maharashtra)

Marketing and sales Executive | May'19 to Dec'21 | 32 MONTHS

- Performed secondary **market research** to identify target customers and convert those leads to full-time customers through cold calls and personal interaction
- Introduced the product in the **new unexplored market segment** for a better market presence of the product and to increase overall revenue
- **Ensured and surpassed** the daily sales target set by the organization & **increased the net sale by 80%**

Pack it Founder | Dec'19 to Jan'21

- Ingeniously retained prime customers by **establishing a small-scale business** focused on customized sachets.
- **Identified 3 emerging markets** as potential growth, resulting in the successful **expansion** of the firm
- **Spearheaded a team of 4 people** for business activity and carried out training & and team-building activity

EXTRA-CURRICULAR & CO- CURRICULAR

-
- Received a coveted **preplacement offer** from Signzy Technology, reflecting exceptional performance and a strong fit with the company culture and values."
 - **Awarded grant** from Mumbai University for a final year research project in BE
 - Featured in the **Regional Newspaper** several times for plogging drives in NGO
 - Organized a box cricket league that included **300+ students and faculty**

SKILLS EXPERTISE

-
- | | |
|--|--|
| <ul style="list-style-type: none">• Business Development• End-to-end sales• Lead generation• Communication and Negotiation• In-depth knowledge of markets and changing business environments• Software sales / saas sales | <ul style="list-style-type: none">• IT sales• Email campaign• Effective decision-making• Client relationship management• Enterprise sales• digital ads• New Business Development |
|--|--|

EDUCATION:

2021-2023 | Department of Management science, Pumba, Pune
MBA - Marketing CGPA - 8/10

2013-2018 |BVCOE

BE - MECHANICAL CGPA - 5.8/10

CERTIFICATION:

-
- The Fundamental of Digital Marketing – Google
 - Excel Data Analysis with Pivot Tables & Pivot Charts - Udemy
 - Project Management Professional certification -Google

ADDITIONAL INFORMATION:

| | |
|-----------|---------------------------|
| Languages | English Marathi Hindi |
| Hobbies | Trekking Cooking Travel |