

## PROFILE SUMMARY

- Highly motivated and experienced Business Development Executive with a successful track record of driving revenue growth through strategic partnerships, market expansion, and new business development.
- Skilled in market analysis, negotiation, and deal structuring, with a deep understanding of the latest industry trends and emerging technologies.
- Led market research efforts, identified new business opportunities, and developed targeted strategies resulting in annual revenue
- Pioneered market entry strategies in new geographical areas
- Conducted presentations and service demonstrations to potential clients, effectively communicating value propositions and converting leads into customers.

## PROFESSIONAL SKILLS

- Market analysis and research
- Strategic planning and execution
- Negotiation and deal structuring
- Relationship building and management
- Product positioning and messaging
- Sales and business development
- Emerging technologies and industry trends

## EXPERIENCE

### G2G Innovation LLP

Mar 2021 - Till Now

#### **Role: Business Development Executive**

#### **Responsibilities:**

- Conducting Soft Skill Training & Expert Lecture
- Conducting Employee Engagement Activities
- Overseeing and developing marketing campaigns
- Coordinating for Digital Marketing (For G2G Innovation & Virtual Simutech) -
  - Course Promotion - Post & Video
  - Placement - Post & Video
  - Event- Post (Pic) & Video
  - Job Opening- Post (Pic) & Sharing Parent Company & Big Companies Post
  - Sharing Post of Well Know Companies
  - Paid Promotions / Campaign - Story/Post of Social Media Influence

- Conducting research and analyzing data to identify and define audiences
- Devising and presenting ideas and strategies
- Recruiting candidates for the open positions
- Event Management Planning for the all activities
- Coordinating for Promotional activities
- Compiling and distributing financial and statistical information
- Coordinating for Maintaining websites and looking at data analytics
- Coordinating events and product exhibitions
- Updating databases and using a customer relationship management (CRM) system
- Coordinating internal marketing and an organization's culture
- Managing campaigns on social media
- Finding out potential areas around the colleges for branding
- Approaching clients for conducting seminar, paid workshop, boot camp, webinar
- Generating leads by Social Media Posting, Seminars, Webinars, Workshops and converting them into real admission
- Maintaining good relations with the peers, clients, vendors and students
- Monitoring & Evaluating SEO of G2G, CADCAMCAE Academy & providing Necessary Inputs to Vendor & Cordination for EncodSoft

## EDUCATION DETAILS

- **2018 - 2021** - Huzurpaga Mahila Vanijya Mahavidyalaya, Pune  
BBA
- **2018** - Huzurpaga Mahila Vanijya Mahavidyalaya, Pune  
HSC
- **2015** - Abhinav Marathi Vidyalaya, Pune  
SSC

## PERSONAL DETAILS

- Date Of Birth: 13th November 2000
- Gender: Female
- Marital Status: Unmarried
- Nationality: Indian
- Email: vaishnavi.nigadekar1311@gmail.com

**VAISHNAVI NIGADEKAR**