

# Abhishek Nakarakanti

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## SUMMARY OF QUALIFICATIONS:

- MBA candidate specializing in **Business Analytics and Finance** with a strong analytical foundation in **Electronics & Communication Engineering**.
- Proven experience across **business development, client management, digital marketing, and analytics-driven decision making**.
- Strong quantitative and problem-solving skills developed through engineering education and advanced business coursework.
- Hands-on experience with **CRM systems, customer acquisition, sales operations, and performance tracking**
- Experienced in **financial analysis, Excel-based modeling, KPI evaluation, and data interpretation**.
- Adept at translating business data and financial insights into **actionable strategies**
- Demonstrated leadership through team management, cross-functional coordination, and project ownership.

## KEY COMPETENCIES:

- Business Analytics & Data-Driven Decision Making
- Financial Analysis & Performance Evaluation
- Excel-Based Modeling & Reporting
- Market Research & Customer Insights
- Sales Operations & CRM Management
- Client Relationship & Stakeholder Management
- Digital Marketing Analytics (Google Ads, Meta Ads)
- KPI Tracking & Business Performance Metrics
- Strategic Planning & Problem Solving
- Cross-Functional Team Leadership
- Negotiation & Customer Communication
- Process Improvement & Operational Efficiency

## EDUCATION:

**Master of Business Administration** Dec 2025  
Lewis University, Romeoville, IL  
Micro-credentials: Finance and Business Analytics

**Bachelor of Technology** May 2022  
Bennett University, Delhi  
Majors: Electronics and Communication Engineering  
Minor: Entrepreneurship

## PROFESSIONAL EXPERIENCE:

## **Business Development Executive**

**UFaber | India**

***Jun 2022 – Oct 2022***

- Engaged with prospective customers through structured sales conversations, explaining service offerings and value propositions.
- Managed lead pipelines using CRM tools, tracking follow-ups, conversions, and customer responses.
- Consistently met outreach and conversion targets while handling high rejection volumes
- Developed strong negotiation, persuasion, and objection-handling skills in a target-driven environment.
- Collaborated with internal teams to improve customer experience and conversion efficiency.

## **Client Manager & Digital Marketing Associate**

**Real Estate Firm (Family Business) | India**

***Nov 2022 – Nov 2023***

- Managed end-to-end client relationships, including project presentations, pricing discussions, and payment negotiations.
- Coordinated with banking partners to assist customers with pre-loan approvals and documentation.
- Planned and executed digital marketing campaigns using **Google Ads** and **Facebook Ads** to generate inbound leads.
- Managed property listings across real estate portals to improve visibility and lead flow.
- Led and coordinated a small cross-functional team of graphic designers and web developers.
- Analyzed campaign performance and optimized ads based on lead quality and cost metrics.

## **Leadership Experience**

**Team Lead – Media Department, University Club**

**Bennett University**

- Led media planning and execution for student-led events and initiatives.
- Coordinated content creation and campaign execution across creative teams.
- Developed leadership, delegation, and deadline management skills.

## **Additional Leadership**

**Soccer Team Captain | Multiple Levels**

- Led teams across multiple seasons, fostering discipline, teamwork, and performance under pressure.
- Developed strong decision-making and leadership skills applicable to professional environments.

# **TECHNOLOGY / ANALYTICS / DIGITAL SKILLS**

## **Analytics & Business Tools**

- Microsoft Excel (advanced formulas, pivot tables, financial models, KPI tracking)
- CRM Systems (lead management, follow-ups, sales pipeline tracking)
- Data Analysis & Business Reporting
- Financial Analysis & Performance Metrics

## **Digital Marketing Platforms**

- Google Ads (campaign setup, optimization, performance analysis)
- Meta Ads (Facebook & Instagram)
- Property Listing Platforms & Lead Management Tools

## **Marketing & Content Tools**

- Social Media Management & Campaign Execution
- Content Coordination with Designers & Developers
- Basic Web & Campaign Performance Tracking

## **Productivity & Collaboration**

- Microsoft Word, PowerPoint, Excel
- Google Docs, Sheets, Slides