

Abhay Kumar

✉ kumaro8abhay@gmail.com ☎ +91 6398104135 📍 Delhi, India

🌐 linkedin.com/in/abhaykumar08 📷 https://www.instagram.com/abhay.sunn



Motivated MBA graduate with a strong foundation in sales and business development. Eager to apply my skills in lead generation, client acquisition, and sales strategy to drive revenue growth and exceed sales targets. Seeking an entry-level role in sales to contribute to business expansion and establish lasting customer relationships.

🎓 EDUCATION

MBA in Marketing & IT, *Galgotias College of Engineering and Technology*

Bachelors of Computer Application (BCA), *Teerthankar Mahaveer University*

📁 PROJECTS

CETPA Infotech Pvt Ltd, *React JS*

- Gained a strong foundation in web development, covering both client-side and server-side technologies.
- Acquired proficiency in front-end tools such as HTML, CSS, React.js, Node.js, Express.js, and Bcrypt.js.
- Gained hands-on experience with MongoDB for website hosting and data management.
- Developed "DopeMedia," a website replicating Instagram, enabling users to share photos & post comments.
- Conducted user testing with 50 participants, analyzing traffic management and performance challenges.
- Optimized server space by enhancing DevOps processes, retested the site with users for improved efficiency.

LernX Internship, *Business Development*

- Worked at LernX, a SaaS company serving students and professionals in the online education sector.
- Prospected 50 leads daily, managed them in CRM, and handed over qualified prospects to the sales team.
- Conducted target market segmentation and industry analysis, refining prospect lists from overall leads.
- Developed resilience as a first-time cold caller, successfully handling rejections from 50 calls per day.
- Improved personal lead-to-opportunity conversion rate over the course of the internship.
- Enhanced skills in building and nurturing customer relationships.

🧠 SKILLS

Digital Marketing and Front End – SEO, SEM & Google Analytics | HTML, CSS & JS

Business Development – Prospecting, Cadence Management, Pipeline Management

Personal — Strong verbal and written communication | Quick and adaptive learner | Detail-oriented

Extracurricular Activities — Volunteered twice for the IEEE National Conference | An active member of the Placement Cell, assisting in campus recruitment activities | Passionate event photographer with experience in capturing and documenting college events