

PRIYADARSHNI SHUKLA

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CAREER OBJECTIVE

Driven and result-oriented Business Development Executive with strong skills in market research, client engagement, and sales support. Proven ability to identify business opportunities, support sales processes, and contribute to revenue growth. Seeking a dynamic role in sales or business development to leverage my analytical strengths and communication skills in achieving business targets and building lasting client relationships.

EDUCATION

Professional Certification in Digital Marketing
DigiSkole

2023

Bachelor of Commerce
University of Lucknow, 2022

2022

WORK EXPERIENCE

British School of Language
Business Development Executive

March 2023 - March 2025

- Conducted market and competitor research to identify new sales opportunities and support strategic business decisions.
- Assisted in developing lead generation strategies, contributing to customer acquisition and revenue growth.
- Prepared sales proposals, reports, and client presentations to support sales efforts and increase stakeholder engagement.
- Managed client communication to ensure high levels of customer satisfaction and retention.
- Collaborated with cross-functional teams to streamline processes, improving efficiency and service delivery.

Komal Industries
Management Trainee

August 2022 - February 2023

- Managed sales and marketing teams by analyzing market and operational data for strategic planning.
- Administered in client meetings, aiding in relationship building and gathering customer insights.
- Created sales reports and dashboards, helping management track targets and business performance.
- Led coordination across departments, resulting in a 15% increase in process efficiency.

ACHIEVEMENTS

- Completed TCS Youth Employment Program – Developed job-readiness and business communication skills.
- Held in Mathematics & Erudite Olympiads – Showcased analytical and problem-solving abilities.
- Winner of Sewa Sankalp Essay Competitions – Recognized for strong writing and critical thinking.

CORE SKILLS

- Business Development & Lead Generation
- Market & Competitor Research
- Client Relationship Management
- Sales Data Analysis & Reporting
- Proposal & Presentation Preparation
- Communication & Negotiation Skills
- MS Office (Excel, PowerPoint, Word)

REFERENCES

Reference is available upon reference.
