

Sudarshan Jha

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Professional Summary

Results-driven Business Development Representative with expertise in lead generation, sales pipeline management, and CRM optimization. Proven track record in executing targeted outreach campaigns and converting leads into revenue. Skilled in market analysis, client relationship management, and data-driven sales strategies.

Professional Experience

Business Development Representative, Event U All, Bangalore, Karnataka
November 2024 – Present

Generated 40+ qualified leads through strategic cold calling, email campaigns, and client meetings, achieving 22% conversion rate

Executed 3 outreach campaigns with sales teams, generating ₹3.5 lakhs in new sales opportunities

Supported event promotions resulting in 22% attendance increase through targeted engagement strategies

Managed CRM database to track leads and optimize sales pipeline efficiency

Conducted market research to identify new business opportunities and competitive positioning

Education

Master of Business Administration (MBA) – Marketing & Supply Chain Management, CMR University, Bangalore *2023–2025*
CGPA: 8.2/10

Bachelor of Computer Applications (BCA), Techno India Institute of Technology *2020–2023*
CGPA: 8.5/10

Core Competencies

Lead Generation & Prospecting

Sales Pipeline Development

CRM Management (Salesforce, HubSpot)

Market Research & Competitive Analysis

Email & Digital Marketing Campaigns

Client Relationship Management

Data Analysis & Reporting

Business Development Strategies

Key Projects

Industrial Visit – Mother Dairy Supply Chain Analysis *2024*

Analyzed food safety standards and supply chain operations including pasteurization and packaging processes to identify efficiency improvements.

Achievements

2nd Place – Intercollegiate Marketing Strategy Competition, CMR University *August 2024*

Developed and presented innovative marketing strategy demonstrating strong analytical and strategic thinking skills.

Certifications

Foundations of Digital Marketing & E-Commerce, Coursera *August 2024*

Community Internship Program, Janadhare Trust & New Ark Mission *2024*

Additional Information

Languages: English (Professional), Hindi (Native)

Community Involvement: Coordinated food distribution and educational workshops for