

Sudarshan Jha

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Summary

Business Development Representative experienced in lead generation, sales outreach, CRM management, and market analysis. Skilled at building and converting pipelines through measurable strategies.

Work Experience

Event U All

Nov 2024

Business Development Representative

- Generated 40+ qualified leads via cold calling, targeted email campaigns, and client meetings, achieving a 22% conversion rate.
- Planned and implemented three outreach campaigns with sales teams, creating 3.5 lakhs+ in new sales opportunities.
- Assisted with event promotions and client engagement activities, increasing attendance by 22%.

Education

MBA – Marketing & Supply Chain Management, CMR University, Bangalore 2023–2025

CGPA: 8.2/10

Bachelor of Computer Applications, Techno India Institute of Technology 2020–2023

CGPA: 8.5/10

Senior Secondary (Class 12), St. Joseph Day School 2019–2020

Percentage: 56%

High School (Class 10), St. Joseph Day School 2017–2018

Percentage: 65%

Projects

Industrial Visit – Mother Dairy: Observed production processes including pasteurization and packaging, gaining practical knowledge of food safety standards and supply chain operations.

Community Work

Janadhare Trust – Member: Planned and supported local outreach projects.

New Ark Mission of India – Volunteer: Helped organize food distribution, clothing drives, and educational workshops.

Achievements

2nd Place – Intercollegiate Marketing Strategy Competition, CMR University (Aug 2024)

Skills

Sales Pipeline Management • Email Campaigns • Event Coordination
Data Analysis • MS Excel • PowerPoint

Certificates

Foundations of Digital Marketing & E-Commerce – Coursera (Aug 2024)

Community Internship Program – Janadhare Trust & New Ark Mission (2024)

Languages

English – Professional working proficiency — Hindi – Native