



Harish Naik

Sales & Business Development Manager with Expertise in lead generation, corporate sales, project management, business analysis, sales operations, key account management, Relationship building, business development, b2c sales, marketing, inside sales, b2b sales

GET IN CONTACT

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PERSONAL DETAILS

- Total Experience 5 Years 2 Months
- Current Location Bangalore/Bengaluru
- Date of Birth Oct 01, 1991
- Gender Male
- Marital Status Married

SKILLS

- Lead Generation
- Corporate Sales
- Project Management
- Business Analysis
- Sales Operations
- Key Account Management
- Relationship Building
- Business Development
- B2c Sales
- Marketing
- Inside Sales
- B2b Sales
- Revenue Generation
- Tableau
- Negotiation

TECHNICAL SKILLS

- MS Office
- SQL
- Python
- Advanced Excel
- Tableau
- Google Sheets
- Power BI

LANGUAGES KNOWN

- English
- Kannada

PROFILE SUMMARY

As a Sales and Business Development Manager, I have successfully managed and scaled teams of 20-25 members, helping to achieve a 25% increase in sales revenue over the course of 7 months. I have a strong understanding of machine learning and statistical algorithms, and am proficient in visualization tools such as Tableau and Power BI. My experience includes developing sales strategies based on consumer buying and market conditions, formulating innovative strategies using tools like Tableau, and handling US clients to increase B2B sales by automating data pipelines. I have also demonstrated success in monitoring market trends, identifying potential opportunities, and meeting and exceeding sales targets.

EDUCATION HISTORY

Post Graduation

Course	MBA/PGDM(Marketing)
College	M S Ramaiah Institute of Management, Bangalore
Year of Passing	2018
Grade	8/10

WORK EXPERIENCE

May 2023 to Sep 2023

Sales Manager at BrightCHAMPS

- Developed and implemented comprehensive sales strategies to achieve company sales goals and objectives.
- Set clear sales targets and KPIs for the team, and regularly monitor progress towards goals. Provide coaching and mentoring to team members to enhance their sales skills and product knowledge.
- Build and maintain strong relationships with key clients and partners. Identify customer needs and provide solutions to drive customer satisfaction and retention.
- Monitor and analyze sales data to identify trends, opportunities, and potential challenges. Secured 17 Clients with 101 Sites in Dubai producing INR 4.98 Cr in revenue

- Hindi

COURSES & CERTIFICATIONS

- Business Analytics

- Performed monthly sales forecasting & competitive analysis to determine key strategic focus

Nov 2022 to Feb 2023

Senior Manager at Spectrum uniforms

- Developed sales strategy based on research of consumer buying and market conditions using old sales data.
- Developed interactive dashboards in order to track sales data effectively and increase the sales. Formulated and presented innovative strategies using tools such as Tableau to stakeholders to build successful Sales plans.
- Worked diligently to resolve unique and recurring complaints, promoting loyalty and enhancing operations. Handled US clients and increased B2B sales by automating the data pipelines end to end using google sheets which were used by multiple stakeholders in various cities and improved operations efficiency.

Sep 2018 to Nov 2022

Business Development Manager at BYJUS

- Managed and scaled two teams of 20 to 25 members as part of our growth plans and handled all sales activities, and was responsible for developing new accounts and enhancing customer relations.
- Helped to achieve a 25% increase in sales revenue over the course of 7 months. Qualified as one of the Top performing managers PAN Karnataka with Zero attrition.
- Monitored market trends using old data and prepared dashboards of competitor activities to identify areas of potential opportunity. Collaborated with hiring leaders and team leads from different business units to scale the team and goals.
- Identified potential opportunities from existing client bases and increased revenue for the organization. Identified clients, mapped business requirements, planned, designed, executed and managed projects which helped in the optimization of revenue.

PROJECTS

Exploratory Data Analysis and Price Prediction on Xiaomi India with Google Sheet, 20 Days

- Goal of the project was to study the growth of Xiaomi corporation in the Indian market by doing Exploratory data analysis using Excel (Google sheets), performing basic cleaning of the datasets, analyzed the data by doing various analysis like finding the correlation between dependent variables and independent variables.
- Finally, built a model to predict the prices of the Xiaomi product and validate them with test datasets and evaluated the accuracy of the model.

Consumer Behavior analytics for KTM showroom for determining window shopping customers, 3 Weeks

- Preparation of data for building classification model, built and tested -Logistic regression

- Evaluated model for classification accuracy, identified key parameters leading to bike purchase
- Machine learning model for determining probability of purchase

Data visualization Dashboard & Story Telling for Facebook Pixel and Google Ads Campaign ., 4 Weeks

- Prepared custom visualizations for replacement, weekday and daily view of Facebook Pixel Campaign data
- Prepared custom visualization for device, search type and dailyviewof Google Ads Campaign data
- Forecasting the revenue of Facebook Pixel and Google Ads Campaign Data
- Different charts to study demography