

Ayush Johari

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Professional Summary

Proactive and results-driven professional with a strong analytical mindset and a passion for business growth and strategy. Experienced in market research, customer engagement, and strategic planning. Adept at driving business development efforts through data-driven decision-making and relationship management. Seeking to leverage problem-solving skills and a tech-driven approach in a Business Development Associate role.

Education

Vellore Institute of Technology

Bachelor of Technology in Computer Science & Technology | CGPA: 8.02

Bhopal

September 2021 – 2025

Projects

Customer Engagement and Growth Strategy

- Led a team project to assess market trends and customer behavior, optimizing user engagement strategies.
- Designed a structured feedback system that improved customer retention by 25%.
- Implemented CRM strategies to streamline business operations and enhance customer relationship management.

Sales Optimization through Data Analysis

- Utilized data-driven approaches to identify key sales trends and improve customer acquisition strategies.
- Analyzed conversion funnels and optimized outreach strategies, resulting in a 10% increase in lead generation.

Work Experience

NOI Technologies, Jaipur | Web Developer Intern

July 2024 – September 2024

- Conducted market research and competitor analysis to identify business opportunities, leading to a 15% increase in targeted outreach efficiency.
- Assisted in business development strategies by analyzing customer needs and aligning product offerings accordingly.
- Collaborated with cross-functional teams to improve customer engagement and optimize sales strategies.
- Developed client proposals and presentations, resulting in a 20% improvement in lead conversion rates.

Certification

- Applied Business Analytics – University of Michigan, Coursera
- Sales and Marketing Fundamentals – HubSpot Academy
- Financial Markets and Investment Strategy – Yale University, Coursera