

Tanu Kaushik

Business Developer

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SUMMARY

Experienced business development, sales and marketing associate based in Delhi with hands-on expertise in market research, analysis and evaluating growth strategies. Adept at networking with decision makers, conducting business introductions, and growing a customer base. Excellent communications and presentation skills with proficiency in CRM and MS Office. Recognised for consistent performance and achieving targets.

EXPERIENCE

Teaching Head

Pathsala Society

2022 - 2023 Ramanujan College

- Offer free coaching classes and tutoring to bridge educational gaps.
- Engage local communities in supporting education. This can include workshops for parents on the importance of education and how to support their children
- Raising funds for underprivileged children for their learning material and education growth
- Assigning duty to junior volunteer for collection data of malnutrition children in various slums

Business Development Associate

Relevel

2021 - 2022 Bangalore

- Tailor quizzes to specific learning objectives and audience needs, ensuring engagement and relevance
- Prepared detailed presentations and dashboards with market analysis; financial projections; compiled demographics, and competition data using MS Office
- Ensure that class schedules meet student needs and institutional requirements, avoiding conflicts and maximizing resource use
- Advise Students to enroll in different Programs

Marketing Head

Eco Opportunity Cell

2024 - 2024 Ramanujan College

- Organise programs such as Debate Competition
- Collecting and managing Funds for Speaker Section
- Finding Sponser
- Use mouth to mouth marketing with social media handling
- Get registration from desk near crowded place

SOFTWARE & BUSINESS SKILLS

Market Analysis

Market Research

Contract Negotiations

Lead Gen

Strategic Planning

MS Office

Google Analytics

Helpscout

Zuper

Lotus Notes

KEY ACHIEVEMENTS



Engage 20 students in BDA program

By establishing a brand new strategy for account management programs



Achieving a top 10 rank in the Business Development Program launched by Unacademy.

Acquisitioned course for two years

EDUCATION

Bachelors in Computer Science

University of Delhi

2021 - 2024