

Chinthalaboina Manoj Yadav

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Summary: Accomplished professional with proven leadership skills and team management. 4 years of work experience in IT services management as a business developer.

EDUCATION

University of North Texas, Denton Jan 2023 – May 2024

- Pursuing MS in Advanced Data Analytics (CGPA – 4/4)

SBS Swiss Business School, Zurich (Campus: Bangalore) Jun 2017 – May 2019

- MBA in Marketing

Sree Vidyanikethan Engineering College, Tirupati Sep 2011 – May 2015

- Bachelors of Technology in Computer Science & Systems Engineering

PROFESSIONAL EXPERIENCE

Test Yantra Software Solutions Bangalore, India
Senior Executive -Business Development July 2021 – Present

- Generate new leads and create new business opportunities to the company.
- Manage end-to-end sales cycle by interacting with all business units.
- Analyze Market trends and implement new strategies.
- Analyze and interpret data using CRM to track performance and identify areas of opportunity in market.
- Handling key accounts to create more business from existing clients.
- Lead the team and mentor new employees to generate new ideas.
- Increase customer base through referrals, networking, cross-sales and
- Report to the management on the sales revenue.
- Leverage Product Presentation to create powerful stories that drive productivity and profitability.
- Assisted in the development and execution of social media strategies

Quaxigma IT Solutions Bangalore, India
Digital Marketing Lead April 2021 – June 2021

- Implement new strategies to improve digital presence and create business growth.
- Improve QuaXigma's digital presence to create brand identity.
- Content creation for collaterals and campaigns.

Quantum BSO & Tech Pvt. Ltd. Bangalore, India
Associate Business Development Executive April 2019 – Feb 2021

Completed 3 months of internship and joined as full-time employee.

- Leading marketing strategy and business growth directly under the CEO to create new opportunities to business.
- Competitive analysis on market trends with Change Management.
- Lead generation through market research to target the potential prospects by evaluating their business.
- Customer Relationship Management – Actively engaging with prospects.
- Digital Marketing Strategies and LinkedIn Strategy to develop business.
- Collaborate with the sales and technical team for planning activities from concept to execution of events, seminars and exhibitions to develop and maintain robust lead generation.
- Send relevant Campaigns based on prospect's business acting as a Campaign Manager.
- Managing Philippines Sales Team and guide them with sales and marketing strategies.

Truweight Wellness Pvt. Ltd.
Digital Marketing Intern

Bangalore, India
 July – Aug 2018

- Digital Marketing – Search Engine Optimization: Web, Image and YouTube
- Data Analysis on Business Insights with help of LeadSquared.

PROFICIENCY FORTE

Core Competencies

Innovative Thinker	Business Intelligence
Market Research	Research Specialist
Competitor Analysis	Strategic Marketing Planning
Exceptional Analytical Skills	Database Management
Problem Solving skills	Business Development Skills
Corporate Communications	Critical Thinking
Change Management	Industry Analysis

Technical Profile:

- Python, SQL, R-Programming, Tableau, HTML, Digital Marketing (SEO), MS Office

ACADEMIC PROJECTS

- Sales Analysis and Optimization Strategies for Pizza Restaurant.
- Data Driven Marketing Strategies for Credit Card Providers.
- Machine Learning - Fraud Detection in Web Analytics.
- Analysis on American Health habits & Nutrition trends.
- A study on E-Wallets influence On Consumer purchase behaviour in Bangalore.

- Secure authorized Deduplication for sensitive data in cloud computing.
- Layout: Cable Layout System-Minor Project.
- A seminar report on Efficient scene processing and object categorization in cluttered environments.

CERTIFICATIONS

- MS-Excel Certification from Edu Pinnacle.
- Business Analytics Certification from Edu Pinnacle.
- Digital Marketing Workshop.
- National Green Core Certificate.

SKILLS AND ACHIEVEMENTS

- Secured School 1st Rank in **10th Standard**.
- Innovative Business developer with critical problem solving skills using sales intelligence.
- Efficient team player and individual performer with higher management appreciations.
- Active participant in the events conducted by SEA(Systems Engineers Association) and bagged many prizes.
- Winner of elocution and debates in school and college.

Declaration

I hereby declare that above particulars are true to the best of my knowledge and belief.

Date: 14th Dec., 2023
Denton

CHINTHALABOINA MANOJ YADAV