

Avantika Wadhwa

Plot no 3/SF-3 Gyan Khand, Indirapuram.

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Career Objective:

To work with a leading company and to use my analytical thinking to the best of my ability combined with perseverance so as to contribute to organization growth and goal, as well as to attain my professional goal.

Work Experience:

1. Worked as Sr. Manager Business Development in Lambda Test from January 2023

Roles and Responsibilities:

- *Understand and communicate the product inside and out, help growing internal capabilities of sales team and improve team success. (SAAS Sales/B2B)*
- *Involved in handling sales team for all regions (APAC, EMEA and North America, close to 35 interns).*
- *Handle all digital campaigns running for product with marketing team and kept sharing new ideas.*
- *Up sell additional products as need arises. Generated quarterly pipeline for \$300k in a quarter from individual teams.*
- *Maintained self-target of \$80l trial pipeline and \$120k conversion in a quarter.*
- *Closely working and managing internal teams to make sure that business is growing globally.*
- *Carrying out product demos (30% remotely).*
- *Set challenging yet achievable goals and track progress. Suggest improvements in the existing sales administration process.*
- *Actively use customer feedback to provide better services. Execute sales analysis, prepare sales reports and suggest improvements.*
- *Proficient in using AI database, Zoho CRM, ZoomInfo, Reveal tool, Sales Navigator, Lusha to generate new business for the product from SMB to midmarket and Enterprises.*

2. Worked as Business Development Manager – Inside Sales in Flentis. from April 2022 till December 2022

Roles and Responsibilities:

- *Managing the flow of incoming leads. Overseeing daily business operations. (SAAS Sales/B2B)*
- *Answering non-technical and technical lead requests (with the help of our tech team).*
- *Qualifying leads during calls.*
- *Carrying out product demos (95% remotely, 5% face-to-face).*
- *Set challenging yet achievable goals and track progress, team handling for 20 employees working in North American region.*
- *Prepare reports based on target, actual, and forecasted sales and report to VP Sales.*
- *Suggest improvements in the existing sales administration process.*
- *Generate valuable leads for the inside sales executives.*
- *Actively use customer feedback to provide better services.*
- *Work in synchronization with the Marketing and Product Development teams to achieve company goals.*
- *Report weekly sales goals and objectives to regional leaders.*
- *Negotiate price with clients when required.*
- *Maintain contact with existing clients to make sure they are satisfied and did cross selling and upselling accordingly.*
- *Attended trainings to stay up to date with the specifications of new products and service offerings.*

3. Worked as Senior Client Accounts Manager - Skyhawk Kinetic (Elite Virtual Employee , EVE) from April 2020 till March 2022

Roles and Responsibilities:

- *Working closely with clients, sales team and other stakeholders to proactively generate and create business opportunities with existing as well as new clients.*
- *Handle all digital campaigns running for product with marketing team. Email marketing with internal teams.*
- *Sustain business growth and profitability by maximizing value. § Analyze customer data to improve customer experience.*
- *Hold product demonstrations for customers.*
- *Improve onboarding processes.*
- *Evaluate and improve tutorials and other communication in relate to business.*
- *Mediate between clients and the organization.*
- *Handle and resolve customer requests and complaints.*
- *Minimize customer churn.*
- *Aid in product design and product development.*
- *Set and track sales targets and KPIs coordinate sales projects to meet deadlines*
- *Execute sales analysis, prepare sales reports and suggest improvements*
- *Prepare monthly, quarterly and annual sales forecasts*
- *Use customer feedback to generate ideas about new features or products*
- *Research and discover methods to increase customer engagement*
- *Ensure sales, finance and legal policies and procedures are met*
- *Build an open-communication culture inside the team.*

4. Worked as Senior Client Accounts Manager – Payroll and Remote Staffing in Virtual Employee from Feb 2017 till March 2020.

Roles and Responsibilities:

- Working closely with clients, sales team and other stakeholders to proactively generate and create business opportunities with existing as well as new clients.
- Also, collaborating with sales, pre sales, coordination and stakeholder to ensure successful execution of strategies and delivery solutions.
- Relationship building with the clients and working on escalations. Identify and upsell opportunities within accounts at the optimal time and to be voice of the client by identifying their needs and to provide solutions to those clients.
- Weekly/Monthly reporting, Resource planning, shifts Scheduling, leave data management.
- Virtual transition through WebEx trainings.
- Allocation of work, monitoring workflow, meeting the deadlines.
- Creating, updating and reviewing Standard Operating Procedures.
- Working with Client/ On-shore team to make the process more efficient.

5. Worked as Manager Customer Service and Payroll in Pancentrix LLP from May 2016 till May 2017.

Roles and Responsibilities:

- Identifying profitable business opportunities for B2B market.
- Conducting extensive market research on companies outsourcing their technical and non-technical requirements.
- Creating actionable business strategies to offer end to end full-time and part-time and project based offshore employees at economical rates.
- Nurturing relationships with clients through linkedin, cold calling (about 80 calls/day), emails and inbound query.
- Tracking business performance whether an organization is large-scale enterprise or a small-scale startup.
- Working with other teams to help align offerings with a need of clients.
- Keeping on top of administrative tasks – such as updating CRM (customer relationship management) systems.
- Holding presentations and demonstrations for potential clients.
- Communicating with and informing existing clients in a way that supports an ongoing relationship.

6.. Worked as Customer Service executive with I-energizer from July 2014 till April 2016.

Roles and Responsibilities:

- Taking inbound calls for international clients. (close to 150 calls/day)
- Handling customer problems and recording the minor details of the customer vulnerability. Underlying focus was on problem solving in short term.
- Provide first call resolution on call and updating the information of CRM at the same time,
- Possessing the knowledge and ability to improve customer service of the organization.

Additional Projects:

- SPOC (special point of contact) handling team & attending weekly conference calls with Client/On-shore team.
- Coordinating with implementation teams for technical enhancements leading to process improvement
- Processing year end activities manual payments, employee benefit.

Extra-Curricular Activities:

- Traveling
- Blogging (Writing, Reading Skills)

Educational Credentials:

- MBA -Marketing (AKTU University)2020
- Graduation -B.B.A . (CCS University) 2018
- Class 12th, 2015 RBSE (Rajasthan)
- Class 10th, 2013

Personal Dossier: Date of birth: 9th OCT 1997

Linguistic Competencies: Fluency in English, Hindi and Punjabi. **Nationality:** Indian

Declaration: I hereby declare that all the details furnished above are true to the best of my knowledge.

Avantika Wadhwa