

# Sumona Dey

## International Business Development

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Professional with 4 years - proven track record of driving revenue growth, expanding market presence, building and maintaining strong client relationships. Expertise in international business development, strategic planning, and cross-functional collaboration. Adept at identifying opportunities and exceeding sales targets. Proficient in CRM tools, and account management. Seeking to leverage skills in more challenging role

## Education

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Bachelors Of Tech. in Computer Science Maharishi Dayanand University, Gurugram | May 2015 - June 2019

## Key Skills

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- Project Coordination
- Customer success
- Negotiation and Budgeting
- Stakeholders Handling
- Strategic Planning
- Account Management
- Cross-Function Collaboration
- Objection Handling

## Professional Experience

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International Business Development Executive Callistus Blinds | February 2021 – Present

- On-boarding new clients (UK, USA, Canada, Europe) initiating first level contact on introductory calls to gather requirements
- Pitching through cold calling, email as per client requirements and scheduling meetings with clients
- Conducted market research, end-to-end sales process, providing sales collateral to support the sales pipeline
- Developed compelling responses to RFI's, RFP's and RFQ's yielding revenue growth and recurring business
- Driving innovative ideas, products demo, pricing, product information on calls, meetings
- Enhanced and cultivated technical product expertise to foster customer confidence and long-term retention
- Customer relationship management through objection handling, nurturing rapport and prompt responses
- Established an Excel database and CRM dashboard, tracking sales process metrics and funnel progression
- Developed comprehensive project plans, including timeline, scope, budget, resources, and deliverables
- Collaborated with marketing to develop campaigns to drive MQL and SQL
- Research and Identify potential customer prospects and partners, pinpointing C-Level
- Work with our Accounting Team to resolve billing inquiries and issues, credit notes etc
- Developed go-to-market strategy, roadmap and forecast for accomplishing product objectives
- Resulting in a 20% boost in sales through effective upselling and cross-selling
- Worked on designing website and admin panel for the client's
- Monitored all consignments and delivered SOW to ensure timely updates

#### Digital Marketing Executive Future Return | November 2019 - May 2020

- Efficiently managed and enhanced online content while strategically cultivating a strong presence across social media platforms
- Maintained continuous checks on KPI, CTR and CPM, optimizing and enhancing campaigns based on current trend data
- Developed a marketing plan that resulted in increasing brand awareness, improving product positioning
- Designed email marketing campaigns and implemented keyword research to target key customers
- Created email content including email copy, visuals, and links
- Maintained website traffic using Google Analytics

#### SEO Intern Asaan E-commerce Pvt Ltd | April 2019 - September 2019

- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs
- Utilized market trends and target audience statistics to effectively and appropriately market products
- Oversaw Marketing, Communication skills, Negotiation, SWOT analysis, CRM Software

### Accomplishments

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Target Achiever | December 2022

### Certifications

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Sales Navigator | August 2023

Microsoft Excel | August 2023

Digital Marketing