

Onkar Kokane

MARKETING & BUSINESS DEVELOPMENT

CONTACT

Flat no. 4, Akanksha apartment,
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EDUCATION

Bachelor of Engineering (IT)

First Class (60%)
University of Pune
August, 2013

H.S.C.

First Class (63.83%)
Maharashtra State Board
August, 2009

S.S.C.

First Class (73.07%)
Maharashtra State Board
August, 2007

PROFICIENCIES

- Marketing & Business Development.
- Lead Generation
- Digital Marketing (Email Marketing, etc).
- Market Research.
- CRM.
- HTML/Basic JAVA
- Internet Technologies.

OBJECTIVE

To work in a competitive & challenging environment so as to enhance my technical knowledge & personal attribute for betterment of organisation.

EXPERIENCE

Grand View Research(GVR)

Jan 2017 - Present

Sr. Client Engagement & Servicing

- GVR is the business consulting firm, offers market research reports, custom market analysis & consulting services.
- Strategize to build & generate contacts across multiple industries for market research & consulting services.
- Determine target audience, Implementing & Managing email campaign to generate leads for the business.
- Source new sales opportunities through lead follow-up & e-mails.
- Customizing content in terms of market research report/titles aptly suiting the needs of the clients/Company.
- Establish contact & build rapport with potential clients, identify decision makers & introduce GVR, Understand customer needs & requirements.
- Generate interest for technology/service offerings & set the right expectations.
- Maximize revenues from the same accounts by delivering the most expected content by cross-selling and up-selling.
- Maintain and expand database of prospects using CRM.

Hugefly Technologies

Oct 2015 - Nov 2016

Business Development

- Hugefly was a SaaS startup, which provides website search, recommendation & personalization services to eCommerce firms.
- Exploring potential new markets & Generating qualified leads of eCommerce
- Create & manage database of email for direct marketing using CRM.
- Analytics & reporting related to the e-mail campaigns using ZOHO campaign.
- Responsible for setting up, running and managing email campaigns focused on traffic, conversions & activity.
- Lead qualification & prospecting (personalized email, email campaign, Followup emails, appointment setting).
- Creating marketing collaterals using Piktochart, Canva and other tools.

Ascentrik Research Services

Mar 2014 - Mar 2015

Sr. Analyst CRM team Lead & Research

- Secondary research for target companies based on criteria developed & generating the contacts database.
- Internet Research on various company websites & database to source company information & Seniority level contacts globally.
- Providing high-quality research inputs for improving Lead generation, processes & delivery.
- Profiling companies across various industries based on revenue, employee strength & defining the target companies.
- Entering, Updating, Managing the collected information in CRM.

AWARDS

Best Outcome award

March 2019

Grand View Research

Key contributor award

March 2018

Grand View Research

Employee of The Month

Dec 2015

Hugely technologies

Fastest Growing Employee

2015

Ascentrik Research Services

SOCIAL



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@OM_Kokane



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PERSONAL DETAILS

- Father Name : Ramesh Kokane.
- Date of Birth : 15th May 1991.
- Nationality : Indian.
- Gender : Male
- Marital status : Married.
- Languages : English, Hindi Marathi.
- Hobbies : Like to play Guitar, listening to music.

DECLARATION

I hereby, declare that all information provided is true to best of my knowledge & responsible for my candidature.

DATE

ONKAR KOKANE