



NIDHI KEWALIA



CONTACT



Phone

+46 72-776 58 76



Email

nidhi.kewalia@gmail.com



LinkedIn

www.linkedin.com/in/nidhi-kewalia-98237888



Address

Vega Allé 72, Stockholm, 13654



MY SKILLS & EXPERTISE

- Customer Success
([CCSM Level 1](#) & [CCSM Level 2](#))
- High-Impact Proposal Presentations
- Lead Generation and Sales coordination
- Client Relationship Management
- CRM Software Management
- Problem-Solving Ability
- Customer Support/consultation
- Critical Thinking
- Project Management
- Sales Pipeline Management
- Customer Retention
- Management Risk Management
- Team Player
- Key Accounts Management



PROFESSIONAL SUMMARY

As an individual with a background in both sales and business development, I have a passion for finding creative solutions to complex problems. I thrive in dynamic environments where I can apply my knowledge to drive change and deliver value to customers and partners. With a strong attention to detail and a strategic mindset, I am always ready to take on new challenges and contribute to the company's success. Additionally, I have certifications in Customer Success Manager (Level 1) and Customer Success Manager (Level 2), which further enhanced my skills, and I also have certifications in Sales Foundations from LinkedIn.



EDUCATION



2007 - 2012

Bachelor Of Arts (History Hons.)

University Of Delhi



WORK EXPERIENCE



Extenal Consultant - BD (Sales & Marketing)

**April 2023 -
March 2024**

- Generated qualified leads and contacted them via different channels for meetings to understand their stand design requirements.
- Project management & one point of contact for customers.
- Spearheaded existing and building new customers for Europe, the UK, and the USA.
- Fabricated success plans for customers to achieve their ultimate outcomes and kept track of the same.
- Oversaw all the customers' databases on Salesforce and strategically handled each contract.



**Sales & Business Develop. Officer
RFSL Utbildning, Stockholm,
Sweden**

2022 - 2023

- Researched sales opportunities and qualified leads to help exceed sales goals and increase profits.
- Self-trained in Salesforce CRM software and conducted trainings for other team players as well. Updated customers' databases while monitoring that success plans are on track.
- Developed sales & marketing initiatives with the Sales and Marketing Manager, which included sales campaigns, promos, etc.
- Prepared a sales pitch deck to be shared with prospects along with straightening out the whole sales pipeline process for an effective sales process.
- Devised a Christmas offer campaign and orchestrated it. It reflected a profit of 34% that year.



LANGUAGE

- English
 - (Native/bilingual)
- Swedish
 - (Professional)



MY REFERENCE

- **Karl Yves Vallin**
(RFSL, Stockholm)
- **Nicholas Kelly**
(RFSL, Stockholm)
- **Alex Apelman**
(RFSL, Stockholm)
- **Kshiti Narvekar**
(Whimsical Exhibits BV,
Netherlands)



Marketing Manager Pavilions & Interiors Pvt. Ltd. India

2019 - 2020

- Acquisition of new customers while also handling existing ones. Soft skills like cold calling, active listening, and building customer relations led to customer/client retention.
- Event coordination and organizing conferences.
- Implemented consultative sales techniques to pinpoint customers' event booth needs and close on short-term and long-term sales contracts along with my marketing head.
- Customer support during events and conferences & exhibitions, raising their complaint tickets, and keeping track of the same.
- Built marketing campaigns like existing client/customer-qualified prospects (in-process accounts) met and advertisement came directly from the customer, which increased our profit by 25% in 2019.



Sr. Business Development Officer Nyka Events

2018 - 2019

- Proved successful working within tight deadlines and a fast-paced atmosphere.
- Coordinated various events and conferences and built strong business relationships with clients and outsourcing agents during events.
- Utilized market research-generated leads, qualified them, and contacted them via email and cold calling.
- A customer-centric approach while solving problems of customers and implementing and coordinating trainings for Zoho CRM software for the team for handling accounts and leads effectively.



Sr. Business Development Officer Blues N Coppers Events

2014 - 2017

- Used critical thinking to break down problems, evaluate solutions, and make decisions during various exhibitions and events.
- Collaborated with big Indian and international corporations like Veka GmbH and Reliance Industries and supported them for public events by developing company physical booths.
- Generated and qualified leads, prepared Sales pitch decks, and project presentations for clients, and Self-trained in Zoho CRM software and orchestrated it in the company, which included conducting trainings for other team players.
- Successfully coordinated various projects for both internal and external teams.



Business Development Officer Kankei Marketing Services--Philips

2013 - 2014

- Worked as a customer support representative for 10 months and managed customer inquiries promptly with a problem-solving attitude and kept calm during critical times.
- Developed strategy with sales team to Prospect and qualify potential customers & contact & set up demos with them for Philips' various products.
- Client coordination and collaboration with Philips' internal teams (Sales, Marketing, product handling, etc.)