

Mackwin Joy Dsouza

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Professional Summary

Business Development Executive with over one year of experience generating 150+ B2B leads and conducting 50+ ERP software demonstrations for C-level executives. Proficient in Zoho and Odoo CRM, market analysis, cold calling, and strategic campaign collaboration, achieving a 40

Professional Experience

Business Development Executive, Invenger Technologies Inc. Jul 2024 – Present

- Initiated cold calls and outreach, resulting in a 30% increase in high-quality leads and sales opportunities.
- Delivered impactful presentations and product pitches to C-level executives, aligning ERP solutions with client business needs.
- Led comprehensive ERP software demonstrations, emphasizing key features and applications, increasing client engagement and conversion by 40%.
- Demonstrated expertise as an ERP subject matter expert, ensuring precise product knowledge during client interactions.
- Collaborated with marketing teams on strategic campaigns, enhancing product visibility, brand recognition, and market positioning.
- Conducted market analysis and competitor research, identifying trends and refining value propositions to support sales strategies.
- Maintained CRM systems (Zoho, Odoo) to track leads, manage client interactions, and generate insights for sales forecasting and reporting.

Business Development Associate, Acrene Solutions Private Limited	Previous Role
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- Recorded and organized cash and bank transactions using Zoho Books, ensuring accurate financial tracking.
- Tracked and managed operational expenses, optimizing budget allocation.
- Generated leads through social media platforms, contributing to business development efforts.

Education

- MBA in Finance and Marketing — Sahyadri College 2022 – 2024, CGPA: 8.46
- Bachelor of Commerce — MGM College, Udupi 2019 – 2022, 74.4%

Certifications

- Power BI
- SPSS
- Advanced Microsoft Excel
- Social Media Marketing

Skills

- Lead Generation and Prospecting
- Sales Negotiation and Deal Closure
- B2B Sales and Strategic Partnerships
- Client Relationship Management
- Market Research and Competitive Analysis
- Proposal Writing and Pitching
- CRM Tools: Zoho, Odoo
- Revenue Growth Strategy
- Cold Calling and Email Campaigns
- Data Analysis and Reporting: Excel, Google Sheets
- Presentation and Communication Skills
- Customer-Centric Approach
- Adaptability and Resilience
- Team Collaboration
- Time Management and Multitasking

Languages

- English (Fluent)
- Hindi (Fluent)
- Kannada (Fluent)