

# Muskan Jadav

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## Professional Summary

Graduate with a keen interest in SaaS, CRM, and sales technology. Comfortable with understanding customer needs, creating basic presentations and documents, and supporting product demos. Enjoy working with different teams and looking to grow in a customer-facing presales role within a fast-paced SaaS company.

## Education

Vellore Institute Of Technology, Bachelor's in Computer Science

June 2022 – June 2026

- CGPA: 8.36/10

## Skills

**Saas / CRM:** Sales Automation, CRM WorkFlows, Customer Lifecycle, communication, Research analysis

**Requirement / Solution Mapping:** Business requirements, gap analysis, solution flow, feature alignment

**Presales / Documentation :** Presales support, demo assistance, RFQ / RFP support, internal notes and trackers

**Tools:** Google Sheets, excel, Tableau, Figma, canva, Wire Framing

**Soft Skills:** Problem-solving approach, Time management, Team collaboration, Willingness to learn

## Projects

### CRM-Based Lead Qualification & Sales Workflow Design

- Studied a simulated B2B company's lead management process to identify issues in lead qualification, prioritization, and follow-up handling
- Gathered sales and presales requirements and mapped customer needs to CRM features such as lead scoring, automated assignment, and activity tracking
- Designed a structured presales workflow and supporting documentation to assist product demos and early-stage customer evaluations

### Customer Journey Analysis & Presales Solution Mapping

- Analyzed the complete customer journey for a service-based business to identify drop-offs during inquiry, evaluation, and follow-up stages
- Mapped identified pain points to CRM automation features including communication tracking, reminders, and pipeline reporting
- Supported the creation of demo walkthroughs and solution documentation to enable clear presales discussions and internal alignment
- Documented requirements, assumptions, and solution logic to support presales discussions and internal alignment

## Case Competitions And Business Case Studies

- Godrej Properties Limited – SUMMERSAULT Challenge 2025
- Conducted a business case analysis for a real-estate organization, focusing on operational gaps, customer experience issues, and process inefficiencies.
- Proposed feasible, non-technical solutions and improvement requirements supported by impact assessment and phased implementation plan.
- Presented structured ideas and requirements through a concise business presentation for an industry-led case challenge.

## Certifications

Figma UI UX Design Essentials

## Leadership & Activities

### Gujarati Cultural Club (Club Coordinator)

Oct 2022 - Aug 2023

- Organized 3+ large-scale cultural programs with 200+ attendees each, managing budgets and logistics
- Fostered cross-cultural connections through innovative programming and campus outreach

### c0cOn Cybersecurity Conference & Hackathon

Oct 2023

- Selected to participate in India's premier cybersecurity conference, engaging with 500+ professionals