

Pranav Jadhav

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Account Manager - Enterprise Sales & Business Development Specialist

- ✚ Energetic and award winning Inside Sales and Business Development Specialist with background in service/product sales. Skilled at building and managing key account relationships and closing high value contracts. Goal-driven sales professional who diligently follows up on all leads to drive new business.
- ✚ Worked on developing successful business development and marketing strategies generating qualitative/quantitative leads to help extensively in revenue generation.
- ✚ Proven mentor and trainer, skilled at communicating with all organizational levels and cross-functional teams to develop a shared vision and foster a culture of excellence.
- ✚ Able to consistently deliver enhancements and solutions that drive customer satisfaction
- ✚ Strong communication & team building skills with proficiency at grasping new technical concepts & utilizing them in a productive manner.
- ✚ Consistently exceeding expectations performance throughout the career.

Career @ a Glance

- From Aug'17 till date: **CYfuture India Pvt. Ltd**, Account Manager - Enterprise
- From July'14 to Aug'17: **ESDS Software Solutions Pvt. Ltd**, Sr. International Sales & Affiliates Executive
- From Nov'12 to June'14: **Grape Valley Marketing Solutions**, BD & Social Media Exe.
- From Sept'12 to Oct'12: **SpandigitSocial**, BDE
- From June'10 to Jan'12: **House Of Investments Pvt. Ltd**, Marketing Executive

Area of Expertise

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| <ul style="list-style-type: none">• Inside Sales/Business Development• International/Domestic Sales• Lead Generation/Management• Up-selling/Cross Selling• Reseller/Referral/Affiliates Marketing• Business Analysis• C-Level Presentations• Competitive Analysis• Consultative Selling• Customer Retention• Deal Negotiation and Closing | <ul style="list-style-type: none">• Presales/Post-Sales Support• B2B & B2C Marketing• Account Management• Email Marketing• Market Research / SWOT Analysis• Prospect Qualifying• Prospecting / Cold Calling• Relationship Management• RFP / RFI / Bid Preparation• Sales / Marketing Strategizing• Sales Forecasting |
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Achievements: Exuberant support award to achieve highest number of customer reviews and highest number of sales figure for the consecutive three year's 2014, 2015 and Overall Performer for the year 2016 for increasing sales through unexplored regions by Affiliate/Reseller/Referral Marketing.

IT Domain Experience

Selling Network and IT Solutions including Data Centre Hosting services, Colocation, Cloud Hosting services , Managed (Enterprise IP), Security solutions, Email Solutions, Backup Solutions, Managed infrastructure services, System integration services, Applications development services, digital marketing services etc.

Professional Experience:-

Current Company: CYfuture India Pvt. Ltd.

Role: Account Manager - Enterprise

Duration: 16th August 2017 to till date

Project Completed: Completed projects worth TCV of approx. 23 Lakh till now

- ❖ Identifying & Implementing innovative business development sales strategies
- ❖ Manage the entire sales cycle for delivery of customized business solutions i.e. Managed Application Hosted Services, Hosted Messaging Services, Data Center co-location services, Managed IT & Infrastructure Services, Cloud Computing services etc.
- ❖ Manage customer expectations/ internal teams/ in line with Account Management
- ❖ Ensure system capacity, resource availability are reviewed for the proposed solution
- ❖ Prepare Quotations, Negotiate & Close deals
- ❖ Manage timelines, customer expectations/ internal teams/ deliver against SLA
- ❖ Build a relationship of trust with the Customer

Previous Company: ESDS Software Solution Pvt. Ltd.

Role: Sr. International Sales & Affiliates Executive

Duration: 7th July 2014 to 10th August 2017

Project Completed: Completed projects worth TCV of approx. 0.5 million Pounds

Responsibilities:

- Sales & Business development, Affiliate/Reseller/Referral Marketing and product development for three International hosting company's **eUkhost Ltd, Web hosting UK COM, Bodhost** along with ESDS project.
- Understanding Client's requirement and Provide Web Hosting solutions/ Quotations over emails/live chats/Skype/Tickets/Cold calling
- Advise on forthcoming product developments & suggest special promotions
- Identify & report new business opportunities in target markets
- Maintain prospects & client database/ Record lost prospects/Follow Ups with Prospects/ Generate monthly sales reports
- Meet or exceed agreed upon sales activity & sales targets
- Negotiate the terms & discounts to close sales
- Undertake competitive analysis/SWOT regularly to keep an eye on competitors
- Identify new markets and business opportunities
- Developing new offers considering client's response to the product
- Work on Channel partner/affiliates/Resellers strategies
- Assisting in developing Social Media Campaigns for the new products/offers
- Identify & Boosting Resellers/Affiliates in the potential geographical regions
- Communicate new product developments to prospective clients
- Gather market & customer information, provide feedback on buying trends Maintain & develop relationships with existing customers. Provide new improvisation ideas to Improve Customer Experiences, Reduce Costs/ Increase Profits.

Company: Grape Valley Marketing Solution Pvt. Ltd.
Role: Business Development Executive / Social Media Head
Duration: 1st November 2012 to 2nd June 2014

Responsibilities:-

- Managing & executing all social media marketing strategies for clients like Vinsura Wines
- Work with the Product development team to ensure social media tools
- Manage & Monitor trends in social media tools, trends and applications
- Market research, developing the core positioning and messaging for the product
- Product Development - Feasibility study and product launches
- Plan and Execute Client retention Programs
- Managing social media accounts like Face book, Twitter, LinkedIn, Google+, YouTube, and active blogging and networking
- Conceptualize & execute effective social media campaigns based on website analysis
- Took initiative and successfully handled operations at the 2013 Indian Wine Exhibition Nasik, which helped generate overwhelming response and sale
- Create email marketing collateral to market the upcoming webinars, seminars, exhibitions or events
- Industry & competitor monitoring and analysis
- Developing link attracting ideas to generate traffic to the website of client
- Participated in various seminars and events related to wine industry
- Developed & executed outreach campaign for the wine awareness
- Use social bookmarking, tagging, blogging, forum discussions and link building to increase visibility, membership and traffics
- Worked on Social media ROI analysis and MIS report

Company: SpanDigitSocial
Role: Business Development Executive
Duration: September 2012 – October 2012 (2 months)

Responsibilities: SEO, SMO, social media marketing, creating and executing business plans.

Company: House of Investments Pvt. Ltd.
Role: Marketing Executive
Duration: 7th June 2010 to 10th Jan 2012.

Responsibilities:-

- Responsible for brand building, liaising with agencies, production of in-house promotional materials and publications, preparing press releases, organizing promotional activities
- Ensuring brand profitability
- Execution of trade and promotional activities
- Providing market analysis information pertaining to competitors, trends and activities
- Work with Creative Director to coordinate all "outside media" efforts for the station including radio, print and related support materials required by news, sales and other sources
- Monitor above-the-line marketing and promotion performance

Profile @ a Glance

Name of Examination	Specialization	Board & University	Month & Year of Passing
M.B.A	Marketing	Pune University	June 2012
Bsc	Computer Science	Pune University	May-2010

Certifications/Training:

- SCNA – Silicon Certified Network Administration (Silicon Valley)
- ii) Call Center Training (System Domain)