



Shruti Shukla

Business Development and Customer Success Executive

Experienced Business Development and Customer Success Executive dedicated to driving growth and ensuring customer satisfaction through strategic planning and exceptional relationship management.

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📍 Kanpur, India

WORK EXPERIENCE

Business Development Executive

InfyBytes AI Labs Private Limited

10/2021 - 10/2022

Achievements/Tasks

- Proactively connected with and engaged potential leads, resulting in a lead funnel of over 500 prospects.
- Successfully pitched the product to generate 150+ product demos, converting 70% into qualified leads.
- Devised and executed data-driven lead campaigns, achieving a 30% conversion rate and an increase in revenue by 25%.
- Demonstrated ownership of the entire school acquisition and activation funnel, driving a 50% increase in school partnerships within 6 months.
- Collected user insights, contributing to product enhancements and fostering a 20% rise in user adoption.
- Produced daily reports and progress charts by meticulously gathering, analyzing, and summarizing data, facilitating informed decision-making and strategy adjustments.

Customer Success Executive

InfyBytes AI Labs Private Limited

10/2022 - Present

Achievements/Tasks

- Efficiently managed the onboarding of new clients, conducting product workshops and calls, resulting in a 97% client satisfaction rate.
- Developed daily dashboards and updated sheets to provide real-time insights, aiding in informed decision-making and leading to a 23% increase in client engagement.
- Demonstrated strong conflict resolution skills and addressed client queries promptly, fostering positive client relationships and maintaining a 92% client retention rate.
- Innovatively devised strategies to maximize product usage in schools, resulting in a 40% increase in product adoption among educational institutions.

EDUCATION

Master Of Science

CSJM University

08/2021 - 07/2023

Kanpur

Bachelor Of Science

CSJM University

08/2018 - 07/2021

Kanpur

SKILLS

Lead Generation and Prospecting

Product Pitch

Marketing

Campaign Management

Client Onboarding

Relationship Management:

Data Analysis

Problem Solving

Leadership

Adaptability

Innovation

Strategic Thinking

LANGUAGES

English

Full Professional Proficiency

Hindi

Native or Bilingual Proficiency

Turkish

Elementary Proficiency

INTERESTS

Reading

Music

Dance

Formula One