

Shahaan Anjum

+ 91 7006182400 • shahaananjum1@gmail.com
New Delhi, India

BUSINESS DEVELOPMENT MANAGER

Results-oriented Sales Development Representative (SDR) with a proven ability to propel revenue growth through inventive lead-generation methods.

Specialized in collaborating with diverse clients, I optimize outreach strategies using A/B testing and Copywriting, resulting in consistently exceeding targets.

My knack for leveraging innovative outreach techniques, CRM tools, Copy Writing & and collaborative teamwork positions me as a value-add & and dynamic contributor.

Excited to excel in roles valuing innovation and results-driven strategies. Eager to make a significant impact and drive success in your team.

PROFESSIONAL EXPERIENCE

Nudge Media

Jan 2022 - Present

- **Revenue Impact:** Delivered revenue growth through strategic lead generation and innovative outreach techniques for clients
- **Client Collaboration:** Established strategic partnerships with Agencies and SMBs to build robust lead flow mechanisms, ensuring pipeline full of prospective clients
- **A/B Testing Mastery:** Applied advanced A/B testing methodologies, resulting in a notable 15-20% increase in reply rates.
- **CRM Excellence:** Utilized cutting-edge CRM tools to manage leads, seamlessly ensuring accurate and up-to-date information.
- **Relationship Building:** Implemented proactive strategies to enhance customer retention by closely monitoring client feedback and addressing concerns promptly

EDUCATION & CERTIFICATIONS

Bachelor of Business Administration

Kashmir University 2018- Feb 2022

Facebook Ads Certification

Udemy March 2023

Google Ads Certification

Udemy March 2023

SKILL SETS

- Inside Sales
- Lead Generation
- LinkedIn Sales Navigator
- LinkedIn Automation
- Sales Intelligence Platforms
- GTM Softwares
- A/B Testing
- CRM Management & Tools
- Client Relationship Management