



PROFILE

With a rich background spanning a year as a freelance content writer and experience driving growth as a business development executive, I've honed my skills in crafting compelling narratives and fostering strong client relationships. My journey is a fusion of creativity and strategic acumen, where I've successfully translated ideas into impactful content and contributed to the expansion of various initiatives. Thriving on effective communication and a passion for building meaningful connections, I am poised to bring a unique blend of writing expertise and business development insights to drive success in your endeavors. I have experience in B2B SaaS sales in both Indian and US marketplace having worked in close correspondence with Payoneer and Increff respectively.

CONTACT

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REFERENCE

Rahul Dev | CEO, Thyleads
Mail: sales@thyleads.com

KOUSTAV MISHRA

Business Development Executive

EDUCATION

Presidency University, Kolkata

2019 - 2022

BSc.(Hons.) Chemistry

- Event Management Head at Millieu'22
- General Secretary at PUMFC

WORK EXPERIENCE

Thyleads, Business Development Executive

January, 2024–April, 2024

- Successfully cold-called potential clients to schedule sales appointments for the sales team
- Demonstrated strong communication skills to effectively convey product information and benefits to prospects
- Consistently met and exceeded monthly appointment setting targets to drive sales revenue

Felicity, Business Development Executive

June, 2023–December, 2023

Managed a high volume of outbound calls and emails to generate leads and book appointments

HowToMash, Content Writer

August, 2017–September, 2018

Utilized analytics tools to track content performance and make data-driven improvements to increase engagement and drive traffic

SKILLS

Strong Communication and Interpersonal Skills
SAAS B2B Marketing
Research and Sales Strategy