

Abhijit Mondal

Business Development Executive

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Profile Summary

Results-driven Business Development Executive with 1+ year of experience in driving revenue growth, managing client relationships, and leveraging digital tools and AI insights for sales optimization. Proven leader skilled in CRM, data analytics, and achieving targets in fast-paced environments.

Skills

- Data Analysis- Tableau, MS Excel
- CRM Tools- Salesforce, Zoho CRM
- Market research- ChatGPT, Apollo AI,
- Lead generation- LinkedIn sales navigator, Hubspot
- Presentation- MS Power point, Canva
- Digital marketing- Content generation
- Leadership and team management
- Communication

Work Experience

Business Development Executive

04-2023 - Present

Machintel System Pvt Ltd , Pune

- Identify and attract potential clients from UK, US and India using LinkedIn sales navigator and Hubspot
- Optimize lead generation by analyzing data with Excel and tableau
- Collaborate with marketing and sales teams to nurture leads through the sales funnel using Zoho CRM
- Identify key decision-makers and target companies through LinkedIn research and extract their data using Apollo AI
- Use advanced search techniques to compile comprehensive lead lists
- Execute and managed the team for demand generation campaigns to drive product awareness and interest
- Collaborate with marketing to create targeted content and messaging using content generation and chatGPT

Marketing Intern

01-2023 - 03-2023

Godrej Properties Ltd , Pune

- Handled international clients, ensuring seamless communication and satisfaction
- Managed sourcing activities across the rest of India, optimizing supply chain efficiency
- Executed targeted email and WhatsApp marketing campaigns, and conducted thorough competitor analysis to drive strategic initiatives.

Marketing Intern
Eureka Forbes Ltd , Pune

09-2022 - 12-2022

- Competitor analysis and data analysis Budget allocation for promotional activities Analyzed comprehensive data from two states
- Identified performance levels across various product lines using web analytics
- Assisted in creating various collaterals

Marketing & Sales Intern
Amul , Pune

04-2022 - 08-2022

- Promotion to increase product visibility
- Retail sales in B2B and B2C
- Boosted sales of recently released items
- Guided the team

Content Moderator
Rooter , Remote

04-2020 - 09-2020

- Logo designing
- Content Creation
- Video editing using Adobe Pr
- Managed team as a manager
- Served as IG

Education

PGDM
IIEBM,Indus Business School , Pune
BBA
MAKAUT , Kolkata

09-2021 - 11-2023

07-2017 - 11-2020

Certifications

- Certificate in Business Analytics
Harvard Business School
- Certificate in Tableau
Simplilearn
- Certificate in Logistic excellence
Safe Educate
- Certificate in Digital marketing
edX

Language

- English
- Hindi
- Bengali