



Mohana Chauhan

Business Development Executive

Contact

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Websites, Portfolios, Profiles

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Skills

Data Research

Market research

LinkedIn Sales Navigator

Thunderbird

Data Analytics

Database Management

Detail-oriented team player with strong organizational skills. Ability to handle multiple projects simultaneously with a high degree of accuracy. As a Business Development Executive with a passion for lead generation, specialize in forging lucrative connections and driving business growth. With a keen eye for opportunity and a strategic mindset, thrive on developing innovative strategies to attract and nurture leads.

Work History

2023-08 -
Current

Business Development Executive

VConnect IDEes, Pune

- Spearhead 10-12 email campaigns targeting India and MENA region.
- Manage end-to-end client onboarding procedures.
- Performed email campaigns with precision and effectiveness.
- Develop customized email templates tailored to showcase client services/products effectively.
- Foster client engagement through personalized communication and timely responses.
- Generate weekly reports and conduct in-depth analysis to assess campaign performance and identify areas for improvement.

2023-03 -
2023-11

Market Research Analyst

vConnect iDees, Pune

- Gathered and analyzed data utilizing tools such as LinkedIn Sales Navigator, Zoom Info, Apollo.io, and Reply.io
- Managed to work for 3-4 different campaigns per day.
- Worked closely with research team to present data findings effectively.
- Created and managed database of information gathered from research
- Collected and analyzed data from variety of sources to create detailed market research reports for top-level decision makers

2022-09 -
2022-12

Data Analyst Intern

AI Variant, Bangalore

- Performed comprehensive reports and crosstabs

Campaign Management

Data Visualization

Lead Generation

to present actionable recommendations

- Acquired hands-on experience in tools such as Tableau, Power BI, SQL, and Advanced Excel, with 5 KPIS's
- Learned techniques for data cleaning, preprocessing, and visualization
- Gained proficiency in database management systems (DBMS) and SQL.

2016-01 -
2018-08

Marketing Executive

Struc-Rite, Bhilai

- Managed comprehensive customer relationships and articulated project technicalities
- Created and presented technical details, including visualizations such as 3-D models of structures using tools like SketchUp to clients.

Education

2022-03 -
2022-05

Data Analyst Certification

ExcelR - Pune

2011-08 -
2015-05

Bachelor in Engineering

Shri Shankaracharya Technical Campus - Bhilai
Honors: Graduated with honors in Electrical & Electronics Engineering.