



# T KARAN

## BUSINESS DEVELOPMENT ASSOCIATE

### CONTACT

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karan Mrvk

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### CERTIFICATION

- Business Analysis Fundamentals - Udemy
- Digital Marketing - Digital Kora
- Fundamental of Digital Marketing - Google

### EDUCATION

**Bachelor of Applied Science in Computer Systems and Design**

**Kongu Engineering College**

Perundurai, Tamil Nadu 2017 – 2021

Developed strong technical expertise and problem-solving abilities with a focus on innovation and efficient system design.

**Master of Business Administration**

**Maisurii College**

Perundurai, Tamil Nadu 2023 – 2025

Honed leadership and strategic thinking skills, with a focus on driving business growth and operational excellence.

### LANGUAGES

- Tamil
- English

### PROFILE

Accomplished Business Development Associate with expertise in computer systems, design, and business management. Skilled in utilizing cutting-edge sales tools and in-depth market analysis to fuel lead generation and drive company growth. Demonstrated success in cultivating client relationships and executing strategic sales initiatives, consistently boosting acquisition and retention. Dedicated to exceeding sales targets while delivering outstanding customer experiences.

### WORK EXPERIENCE

#### Sales Promoter - Intern

C.A.H Cambodia Private Limited, Phnom Penh August 2023 - October 2023

- Boosted revenue through strategic, targeted email campaigns.
- Consistently exceeded sales goals with high-engagement content.
- Improved delivery strategies to enhance reach and customer retention.

#### Business Development Associate

Portstay Technologies, Bengaluru, Karnataka Dec 2023 - January 2025

- Reached out to verified decision-makers via cold calls, emails, and LinkedIn to generate product demo meetings.
- Prospected and qualified leads actively seeking B2B SaaS solutions in HR and operations.
- Supported the sales pipeline by driving consistent outreach and scheduling high-intent demo calls.

#### Part-Time Lead Generation Specialist

Evoxilation Technologies, Bengaluru, Karnataka February 2025 - Present

- Driving lead generation for HR tech firms via strategic outreach.
- Contributing to client growth by connecting with key decision-makers.

### Skills

- Lead Generation:** Proven success in researching and identifying prospects through platforms such as AmpleMarket, Zoom Info, and Seamless.ai.
- Sales Tools Proficiency:** Advanced skills in Excel, Google Sheets, LinkedIn, LinkedIn Sales Navigator, Google Suite, Cognism, Apollo, and Datanyze.
- CRM Systems Expertise:** Hands-on experience with Zoho CRM for efficient client relationship management.
- Market Research & Analysis:** Strong analytical abilities to identify trends and opportunities for business growth.
- Client Relationship Management:** Expertise in establishing and maintaining strong client connections to ensure satisfaction and repeat business.
- Email Marketing:** Skilled in crafting targeted email campaigns and optimizing delivery strategies for higher engagement.
- Project Management:** Experienced in leading projects from inception to completion, emphasizing technical and business achievement.