

# Sarthak Singh

## **Ex Senior Business Development Executive**

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- Senior Business Development executive specializing in front end development and business growth
- Experienced with all stages of the marketing, sales and strategy development cycle for dynamic and challenging projects
- Well-versed in numerous industrial trainings including Internal Audit, Information Security ISO 27001
- Business Process framework, digital marketing and logistics management
- Strong background in formulations of marketing strategies and client relations
- Well experienced in conducting international sales in US, UK and European market

Willing to relocate: Anywhere

## Work Experience

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### **Management Trainee (Marketing)**

M76 Analytics - Mumbai, Maharashtra

April 2019 to June 2019

- Formulations of Marketing plans and strategies
- Determining the factors affecting working capital of Businesses
- Created SWOT analysis of M76 ANALYTICS and its competitors through market analysis
- Developed FAQ's for the Product "MEGO"

### **Senior Business Development Executive**

V&M Builders and Developers - Noida, Uttar Pradesh

May 2017 to July 2018

- Leads and Sales generation
- Beat Planning and Execution management
- Financial Analysis Reporting and Revenue assurance
- Client financial Planning and Consulting

### **Associate**

WNS Global Services - Gurgaon, Haryana

March 2016 to May 2017

- Customer relationship and Sales associate for IHG Groups worldwide and LM(United Kingdom)
- SME and POC for CRM domain through Handling clients issues and queries
- Provide feasible solutions for various Products and Services

## Education

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### **Master Of Business Administration in Finance and systems**

Symbiosis International University - Pune, Maharashtra

2020

## **Diploma in Business securities and strategy formulation, Key account and management accounting**

Ecole de commerce et de management Institut Mines Telecom Business School - Paris, FR  
December 2019 to December 2019

## **Bachelors of Business Studies in Marketing**

University of Delhi - Delhi, Delhi  
2016

## Skills / IT Skills

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- Leads & Sales generation
- Interpersonal and Communication skills
- Strategy formulation
- Innovative, Team management
- Strong decision maker
- Service-focused
- MS Office
- Complex problem solver

## Awards / Achievements

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### **Management leadership**

January 2020

All managers are leaders. All leaders are managers. Which of these statements is true? Neither. The words are often confused, even in academic settings, because we think that both leaders and managers are in charge of a specific task or group of people. However, there are many differences between the two. One such distinction is that a manager may not be in charge of people at all. For example, a manager may be in charge of data, including its acquisition, analysis, and dissemination. Or consider the fact that a leader may have no formal power; many of history's greatest leaders only had power "earned" from their peers instead of power granted by another individual or group. Think of our country's founding fathers, like Thomas Jefferson, who went against the British government to draft the Declaration of Independence – the situation created the "team", and from that the recognized leaders emerged

### **SEO from university of California, US**

December 2019

This guide is designed to describe all major aspects of SEO, from finding the terms and phrases (keywords) that can generate qualified traffic to your website, to making your site friendly to search engines, to building links and marketing the unique value of your site. The world of search engine optimization is complex and ever-changing, but you can easily understand the basics, and even a small amount of SEO knowledge can make a big difference. Free SEO education is also widely available on the web, including in guides like this! (Woohoo!)

### **Mathematical optimization for Business Problems**

December 2019

Mathematical programming allows you to capture the key features of a complex real-world problem as an optimization model. An optimization model is comprised of relevant objectives (business goals), variables (decisions in your control) and constraints (business rules) to recommend a solution that generates the best possible result. A math programming solver is the computational engine that reads the optimization model and then delivers an optimal feasible solution.

### **Marketing management by university of Pennsylvania, US**

December 2019

Marketing management is the organizational discipline which focuses on the practical application of marketing orientation, techniques and methods inside enterprises and organizations and on the management of a firm's marketing resources and activities.

### **IoT from Stanford University (SCPD), US**

August 2018

The Internet of Things (IoT) Graduate Certificate prepares engineers and industry professionals to take full advantage of this explosive growth opportunity by providing a broad foundation and deep domain expertise. In this short non-credit course, six Stanford faculty members will deliver an overview of exciting and relevant technical areas essential to professionals in the IoT industry. This introductory course provides a taste of what to expect from courses that are part of the IoT Graduate Certificate program.

## Certifications and Licenses

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### **Google Analytics**

January 2020 to January 2022

Google Analytics for Beginners shows new users how to create an account, implement tracking code, and set up data filters. You'll learn how to navigate the Google Analytics interface and reports, and set up dashboards and shortcuts. The course will also demonstrate how to analyze basic Audience, Acquisition, and Behavior reports, and set up goals and campaign tracking.

### **ITIL Foundation**

Present

ITIL Foundation level is designed as an introduction to ITIL and enables candidates to look at IT service management through a BRAND NEW end-to-end operating model for the creation, delivery and continual improvement of tech-enabled products and services.

## Projects / Papers Presented

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### **Title: The Study of LoRaWAN technology for IoT deployment**

February 2020

- Study of LPWAN technologies as efficient solutions to connect smart, autonomous, and devices.
- Study of Existing problems and analysis in Healthcare, Smart Cities, Agriculture and Logistics.
- Comparison of LPWAN technologies on parameters like Bandwidth, Latency, Network Coverage
- Create a best possible solution for the problem

## **LPWAN based Geo-Tracking and Geo-Fencing**

February 2019

Geo-Tracking is not a new concept. It was around for years and constantly evolved over time and became more accurate with the advent of new technologies. Earlier tracking an object or a person on a real-time basis was not possible but today its possible due to technological advancement. This technology offers businesses numerous benefits, but can be especially beneficial in creating a great customer experience. With every technological innovation there presents its own share of challenges as well<sup>1</sup>.

GPS and cellular based tracking have a huge market share when it comes to Geo-tracking and Geo-fencing. GPS based tracking has very high accuracy as well. But GPS and cellular based technologies are not energy efficient. This leads to poor battery life time. Also, the cost of obtaining the data with the help of GPS is high. All these reasons have impact on the organization's OPEX (TCO)<sup>2</sup>

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