




Indrani Deka

Business Development / Account Manager

 080950 09902

 Indranideka90@gmail.com

 Bangalore, Karnataka 560076

PROFESSIONAL SUMMARY

Accomplished Business Development Manager with over 7 plus years of experience and a strong background in fostering long-term relationships and securing key accounts, as demonstrated . Expert in market research and relationship building, I excel in driving revenue growth and product development. Proven track record in leading cross-functional teams to exceed targets through strategic decision-making and effective problem-solving.

SKILLS

Market Research	Problem Solving	Product Development	Sales Forecasting	Relationship Building	Data Analysis
Conflict Resolution	Active Listening	Decision Making	Networking Abilities	Lead Generation	Proposal Writing
CRM Management	Cross-functional Collaboration	Customer Retention	Team Leadership		

EXPERIENCE

Lead- Business Development – Account manager, Bangalore, Karnataka

B2B Sales Arrow , Aug 2024 – December 2024

- End-to-End Global Event Solutions, directed comprehensive event strategies, including planning, execution, and post-event analysis, ensuring seamless delivery of tailored solutions for high-profile global clients.
- Demand Generation, Spearheaded data-driven campaigns to generate high-quality leads, leveraging strategic targeting and multi-channel outreach to enhance sales pipeline.
- Prospecting, conducted market research to identify potential clients, developed personalized outreach strategies, and secured meetings with key decision-makers.
- Client Handling, maintained strong client relationships, providing customized solutions, addressing needs promptly, and ensuring satisfaction to drive long-term partnerships.
- Campaign Management, Designed and executed integrated campaigns, combining digital and traditional marketing strategies to maximize engagement and ROI.
- Identify opportunities for upselling and cross-selling to maximize revenue from key accounts. Go-To-Market Strategy, Developed and implemented go-to-market strategies for product launches and services, ensuring market readiness and maximizing reach.
- Meet and exceed sales targets by managing and expanding high-value accounts.
- Handle contract renewals, pricing discussions, and negotiations to secure profitable deals.

BUSINESS DEVELOPMENT- KEY ACCOUNT MANAGER, Bangalore, Karnataka

iZenBridge Consultancy Pvt Ltd, October 2019- June 2024

- Engaged in cold calling activities for lead generation purposes.
- Managed client relationships, providing exceptional customer service to ensure satisfaction and retention.
- Conducted sales meetings with clients.
- Participated in networking events to build relationships with potential clients.
- Fostered long-term business relationships with clients through meetings and follow-ups.
- Discovered new markets and located future opportunities for business growth.
- Maintained up-to-date knowledge of products offered by competitors in order to stay ahead of the competition.
- Created marketing plans and campaigns to promote products or services to new and existing clients.
- Contacted clients and vendors regarding new business opportunities and future partnerships.
- Handle communication and correspondence within the marketing team and with external stakeholders.
- Project Coordination: Campaign Coordination , Timeline Management & Resource Allocation.
- Maintain and update marketing databases, including customer and lead information.
- Generate and distribute regular reports on campaign performance, marketing metrics, and market research findings.
- Assist in analyzing marketing data to derive insights and inform decision-making.
- Content Management: Content Creation , Website Maintenance & Collateral Management .
- Budget Management: Expense Tracking , Invoice Processing & Financial Reporting .
- Act as a primary point of contact, ensuring exceptional service and resolving client concerns promptly.

KEY ACCOUNT MANAGER, Bangalore, Karnataka

ICICI Prudential, December 2017-Feb 2019

- Led development of account plan to maximize profitability, revenue growth and market share.
- Organized high-level meetings with clients to discuss strategic objectives and long-term goals.
- Negotiated agreements with key accounts to secure preferred pricing and terms.
- Applied problem solving skills to address unexpected challenges during project implementation phases.
- Compiled reports on account progress, goals, and forecasts for account teams and stakeholders.
- Coordinated cross-functional teams to ensure successful delivery of projects on time and within budget.
- Collaborated with other departments to ensure complete coverage of all service requirements.

INSIDE SALES EXECUTIVE, Bangalore, Karnataka

Mphasis, September 2013-October 2014

- Received and responded to high-volume incoming calls and emails in a timely manner.
- Developed in-depth knowledge of company products and services to better assist customers.
- Responded to complaints and resolved issues while providing high-quality customer service.
- Managed multiple tasks while meeting tight deadlines and maintaining high standards of customer service.
- Navigated multiple computer applications while interacting with clients.
- Cultivated strong relationships with customers through courteous and helpful communication.

ACCOUNTS RECEIVABLE SPECIALIST , Bangalore, Karnataka

OmegaHealthcare, May 2012-July 2013

- Received and responded to high-volume incoming calls and emails in a timely manner.
- Developed in-depth knowledge of company products and services to better assist customers.
- Responded to complaints and resolved issues while providing high-quality customer service.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION (M.B.A.) IN MARKETING/ OPERATIONS, BANGALORE

M S Ramaiah Institute of Management, June 2017

BACHELOR OF COMMERCE IN MARKETING/ OPERATIONS, BANGALORE

M S Ramaiah College of Arts, Science and Commerce, July 2013

GPA 7.5

REFERENCES

References available upon request

LANGUAGES

- **English**
 - **Hindi**
- Fluent