**ASHRA DAS**

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**Objective:**

To obtain a position in a professional organization where my skills are valued and can benefit the organization. Ideally, I wish to have a focus in research and development for a growing organization with satisfactory utilization of my potential.

**Experience:**

2019-20: Business Development Manager

**SNA Technologies Pvt Ltd, Hyderabad**

* Identified Business Opportunities and Initiated conversation with key Resource Persons through references, cold callings etc.
* Gathered business intelligence on companies, leads and qualified prospects.
* Increased the customer satisfaction rate by 25% by improving the customer service.
* Identified and helped develop strategic relationships with business partners or potential clients.
* Worked on Tender searching and managing tender documentation production and review for accuracy and completion towards successful closure to maximize long term contract profitability.
* Reviewed and supervised technical back up information and preparation of tender submissions
* Developed and issued documentation and operational guidelines in support of complex tenders and prepared technical and commercial write ups on company offers for inclusion in tenders.
* Created and maintained a pipeline of prospective Resource Persons & Customers.
* Research, reviewed and arranged meetings with new prospect companies and maintained a detailed weekly call log/sales report for all customer communications.
* Worked with clients and internal team to develop project concept and establish timeline and cost.
* Managed and responded to inbound requests from members.
* Created robust business development plan to engage markets and meeting booking, sales, cash and profit objectives after identifying business unit operating plan deficiencies and initiating market surveys/ analysis.
* Managed a tracking system to analyse the company's pipeline of business opportunities and contact.
* Researched marketing and contracting opportunities to align with client goals and reviewed past performance to enhance success of future endeavours.
* Contributed to survey methodology and question development.
* Developed client communications strategies based on survey results.

2018-2019: Business Development Executive

**Ananth Technologies Pvt Ltd, Hyderabad**

* Identified customers’ needs and developed value added proposition proposal and pricing.
* Conducted market research and opportunity analysis by going through appropriate portals (tenders, RFPs etc.)
* Generated leads through reference, cold calls, converting leads to client visits.
* Prepared business proposals, funding applications, and investor presentations
* Scheduled and arranged for new client’s appointments and calls.
* Updated the status of implementation to customers by calls and mails.
* Coordinated and hosted conferences, events and trips for outside sales team
* Developed systematic marketing campaign
* Handled customer documentation, testing within mobile and digital technologies, queries and concerns and reporting it to relevant department.
* Developed ideas and strategies for bringing new products/services on on-board
* Responsible for developing a strong professional network and utilizing that network to bring in new business referrals on a regular basis.

2016-17: Space System Engineer

Client: **DRDO, ISRO, BDL, ASL, RCI, Indian Army** **and Indian Navy.**

* Worked on the project of **PDU & PRU (Power Distribution Unit and Power Relay unit)** and **MIU (Missile Interface Unit)**, which required developing designs with high reliability & safety in critical environments.
* Environmental and ground level testing of Missile Subsystems.
* Hands on experience in Designing, Testing and documentation of Electronic subsystems.
* Adept at designing & writing test cases & test procedures based on functional specifications and product requirement documents provided for both manual & automated testing in card & package level as per missile flight conditions suggested by clients (DRDO, DRDL, ASL, Brahmos etc) for various systems of missile.

**Academic Background:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Qualification | Board | School/College | Year | Percentage/ GPA |
| B. TECH  Electrical Instrumentation and Control Engineering (EICE) | S.O.A  University | Institute of Technical Education and Research (ITER),  Bhubaneswar, Odisha | 2016 | 7.41 |
| 12th | C.B.S.E  (Odisha) | D.A.V Public School, MCL,Talcher Odisha | 2012 | 70.6% |
| 10th | C.B.S.E  (Odisha) | Rotary Public School, Angul, Odisha | 2010 | 9.0 |

**Internship (undergone):**

[3 Months: June-July 2012]

Summer Training at Odisha Power Transmission Corporation Limited (OPTCL, Odisha)

**Academic Project Details:**

UG Thesis: Smart Hall management system with Image/Speech processing capabilities and circuit analysis on alarm.

**Technical Skills:**

* Marketing research and management
* Lead Generation & Cold calling
* Microsoft Office skills including PowerPoint, Word, Excel, Outlook (Basic)
* Great customer service, negotiation and sales skills
* Documenting Business Development activities
* Facilitating meeting and conferences with staff and clients
* Positive client relationship and developing proposals for projects
* Testing and documentation of Missile subsystems
* Programming language: C, C++
* EDA Tools: Multisim (v9/10/12), Xilinx (ISE11/ISE13)

**Fields of Interest:**

* Business Research & Development
* Management and operations
* Sales & Marketing
* Consultancy

**Key Skills:**

* Excellent communication skills- Verbal, written, presentation, conflict management.
* Self-motivated with proven decision-making skills.
* Strong negotiation and persuasion skills.
* Quick learner and inquisitive by nature.
* Strong Collaboration and project management skills

**Language Skills:**

Possess high proficiency in Writing/ Reading/ Speaking English, Hindi, Oriya (Mother Tongue).

**Extra-Curricular Activities:**

* Won the **1st** position in state level song competition in 2010.
* Won the **3rd** prize in the state level song competition in 2009.
* Won the **2nd** position in state level classical (ODISSI) dance competition.
* Won the **1st** position in the state level song competition organized by Odia newspaper **“Sambad.”**
* Won the first prize in **District level** song competition and Participated in **"National Youth festival."**
* Completed **Graduation “Visharad poorna”** both in Hindustani vocal and Odissi dance.
* Participated in many classical dance festivals.
* Won many prizes in district level dance competitions.
* Won many prizes in district level song competitions.
* Organized many blood donations camps and tours in collage.
* Organized many events and seminars in collage.

**Hobbies:**

* Singing
* Dancing
* Swimming
* Writing poems
* Sports
* Reading Novels and Magazines
* Painting
* Gardening
* Travelling and experiencing new places, people and cuisine.

**Personal Information:**

Date of birth- 21-03-1995

Citizenship- Indian

Religion-Hindu

Gender: Female

Father’s Name- Mr. Ashok Kumar Das Occupation – Govt. Servant

Mother’s Name- Mrs. Nivedita Das Occupation - Home-Maker

**Declaration:**

I hereby declare that the information furnished above is true to best of my knowledge.

Place: Bhubaneswar

Date: