

# Business Development Manager Resume

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## OBJECTIVE

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To obtain a challenging position in the field of **Marketing & Business Development** in a progressive organization and strive for excellence with dedication, proactive approach, positive attitude and passion towards the work that will fully utilize my logical and presentation abilities in the best possible way for the fulfillment of personal and organizational goals

## SYNOPSIS

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Young, energetic and result oriented marketing professional with around **4-Years 1-months** of experience in Indian market & International market as **Sales & Marketing / Business Development Executive**; Extended expertise in Online and Offline business development especially Resales pertaining to the educational websites, corporate websites, Small and Medium Enterprises websites and online marketing of the web sites of diverse nature through "Google adwords", "SEO campaign"; Persuasive communicator with exceptional relationship management skills with ability to relate to people at any level of business and management, Corporate & Institutional Selling, B2B marketing, International market; majorly US & UK based companies; Adroit at analyzing organizational requirements; highly ethical, trustworthy and discreet.

- Cold calling expert.
- Skilled team player with proven ability to lead and motivate teams to maximize productivity
- Exceptional communication, analytical & inter personal and problem solving skills
- Excellent decision making skills with a positive approach
- Dedicated and highly ambitious to achieve personal as well as organizational goals
- Ability to build new territories and expand opportunities in international market towards the achievement of stated targets.
- Work cross-functionally with field marketing, channel sales & international sales in order to drive revenue for Business Unit.
- In-depth knowledge of website marketing & analysis, including search engines, emails, google ads etc.
- Making Commercial Proposals as per the clients requirement for the different products & services.
- Expertise in Cold Calling & high convincing power to motivate clients towards online promotion.
- Analysis the clients website for different services and accordingly giving him the best suggestions for his business.

## SUMMARY OF SPECIALTIES

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- Expertise in business market development in the realm of website development, search engine optimization, online marketing, online tenders information etc.
- Apt knowledge of market research, SWOT analysis, customer awareness etc. for e.g. analysis of competing marketing strategies, customers website and SEO analysis.
- Knowledge of technical aspects of computer programming languages such as C / C++, SEO, Google Adword, Keyword Analysis of websites which cater in the deep understanding of technical business aspects of the clients.
- Knowledge of internet, email marketing & website analysis.

## ACADEMIA

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- **PGDM** with specialization in Marketing Management & Human Resource Management from Institute of Management Studies, Delhi.
- **B. Tech** with specialization in Computer Science and Engineering from Uttar Pradesh Technical University in 2007.

## WORK EXPERIENCE

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### **Tango Solutions Private Limited**

**(Dec'12 till date)**

Tango Solutions is an Indian subsidiary of Tanecnce . We provide development and a wide range of marketing services exclusively to US-based customers. Our projects cover the entire spectrum of design collaterals (Web & Print), web development, direct & online marketing.

**Job Profile:-** Working as a Business Development Executive in Result First department of Tango Solutions from December 2012 till date. My job responsibilities is to acquire new clients from different parts of globe by motivating & creating awareness of Online promotional services like SEO, PPC & various other promotional activities beneficial for their business. Starting from the cold calling, lead generation till the closure of sales, need to coordinate with the execution team & client to deliver good results.

### **ITB ITES Service**

**(Oct'11 – Dec' 12)**

ITB ITES Services is a leading Online Marketing Firm in India providing SEO, PPC, Link Building, Website Design & Development services in India as well as all over across the Globe.

**Job Profile:-** Working as a Sales & Marketing Executive in Fresh Sales Team of ITB Services from October 2011 till date. My role in this team is to acquire new clients from different parts of world for different Marketing Services such as Website Design & Development, SEO, Link Building, Content Writing, Google Ads and generate revenue for the company. Major target market is US, UK, Australia & other European countries.

### **Valyoo Technologies Private Limited**

**(Sep'10 – Oct' 11)**

Valyoo is a group of Technology businesses that provide internet based products and services to people and businesses around the world. Valyoo Digital is a 360 digital marketing agency that helps businesses use the internet as a powerful sales channel by creating different types of websites such as institutional, e-commerce, corporate etc and online marketing, social media, mobile marketing.

**Job Profile:-** Working as a Sr. Business Development Executive in Sales & Marketing department of Valyoo Digital(Valyoo Technologies Private Limited) from September 2010 till October 2011. Used to develop business for Valyoo by bringing new projects for Website Designing, Online Marketing & SEO activities.

### **TenderNews.com**

**(April'09 -- August'10)**

It is an online marketing department of TenderNews.com (sister concern of Mellcon Engineers Pvt Ltd) who deals with the information of Tenders from all over the world through its website [www.tendernews.com](http://www.tendernews.com) which handles the online tender information all over the world. It is an online commercial website to compile all the Government, Public sector & press tenders information in an easily searchable online database and made available to corporate & business searchers at a fraction of the cost instantly through our online commerce website [www.tendernews.com](http://www.tendernews.com) . The Website also offers a free trial and a pay per click / Annual Subscription based on the tenders purchased. Tender news India offers widest cost effective, efficient coverage & maintains the most comprehensive easily searchable database of central government, state , public sector undertakings & corporation tenders.

**Job Profile:-** Worked as a Business Development Executive in Online Marketing of Tenders Information from April 2009 to August 2010.

## TRAINING

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Worked as a Trainee in **CROMPTON GREAVES LIMITED** in Appliance Division Lucknow, and got an Appreciation Letter from the company.

## PROFESSIONAL PROJECTS

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- 1. Marketing & Business Development from International Clients (majorly targeting US market) –** Sales & Marketing of different International Websites & Corporate Websites using latest technology Platform called Drupal , Wordpress which is based on Content Management System (CMS) and some E-Commerce Websites using platform called Magento. Targeting International market majorly US customers.

**Job Profile:** As the **key member** of Sales & Marketing Department used to handle following key points :-

- a- Handling overall sales by generating leads across the globe majorly US & UK market.
- b- Multiple Client Interaction through phone calls, emails & at time chat on skype as well.
- c- Make Strategies to build and acquire clients across multiple industries for website design & development, SEO and other online marketing campaigns.
- d- Make Business proposals/presentations for the clients for different services.
- e- Deep analysis of client website, understanding his requirements and based on his requirements suggest the best valuable package for his business.
- f- Responsible for Account handling & completion of the project within specified time period in order to scale up with some other value added services.
- g- Company provides Website Design & Development, Search Engine Optimization for the different websites, Online Marketing (PPC) campaign depending upon the client's requirement and many more other activities.

- 2. Lenskart.com & Flyrr.com –** Sales & Business Development of Online Sales of Lenses, Glasses & Sun-Glasses of most of the Branded products through companies website [www.lenskart.com](http://www.lenskart.com) & [www.flyrr.com](http://www.flyrr.com) .

- 3. Online Marketing of Tenders –** It is an online marketing department of Tendernews.com who deals with the information of Tenders from all over the world through its website [www.tendernews.com](http://www.tendernews.com) which handles the online tender information all over the world.

**Job Profile:** As the **key member** of online marketing of Tenders Information Department of TenderNews.com used to handle following key points:

- a- Different Client interaction online.
- b- To know the requirement of the clients and give the information as per his requirement.
- c- To motivate the clients regarding our services which could be beneficial for their business aspects.