

# Business Development Manager

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**Seeking managerial assignments in Business Development / Sales & Marketing / Key Account Management with a growth oriented IT organization.**

## *PROFESSIONAL PROFILE*

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- A dynamic professional with nearly **4 years** of rich experience in Sales & Marketing.
- **Cyber Futuristics India Pvt Ltd. Is my last venture as Assistant Sales Manager worked in the area of Marketing & Sales of Web related services.**
- Demonstrated abilities in cementing healthy relationship with the clients for generating business and leading workforce towards accomplishing business and corporate goals.
- Experience in serving both **International and domestic market.**
- Proficient in expanding the **market, generating new business and targeting the potential customers.**
- **Overall experience is into IT domain.**
- Excellent communication & interpersonal skills with strong analytical, team building, problem solving and organizational abilities.

## *AREAS OF EXPERTISE*

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### **Sales & Marketing / Business Development**

- Managing the IT marketing operations in order to achieve business goals.
- Utilizing client feedback & personal network to develop marketing intelligence for generating leads.
- Identifying & developing new streams; maintaining relationships with customers to achieve repeat or referral business.
- Managing customer centric operations & ensuring customer satisfaction by achieving delivery or service quality norms.

### **Team Management**

- Developing and managing the marketing & sales team to ensure marketing and operational efficiency.
- Creating and sustaining a dynamic environment that fosters development opportunities and motivates high performance amongst staff.

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## *CAREER CONTOUR*

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**January '2012 – till Date at Cyber Futuristics India Pvt Ltd  
As Assistant Sales Manager**

### **Work Profile:**

- Managing team of 5 (3 business executive, 1 lead generator and 1 tele-caller) and managing online marketing, SEO, SEM, SMO and sales operations to achieve business goals.
- Planning, Managing and Distributing work to achieve the targets and increase in revenue.
- Selling of services and maintenance contracts to vendors.

### **Highlights:**

- Handled vertical preferably related with
  1. SEO.
  2. SEM.
  3. SMO.

**August '2010 – till January '2012 with Tangence Solutions (I) Pvt Ltd  
As Sr. Business Development Executive**

### **Work Profile:**

- Handling team and managing online marketing, e-commerce, social media marketing and sales operations to achieve business goals.
- Managing the brand through after sale services to sustain the need at the consumer end.
- Full fledged involvement in sales & team directives for application development and design.
- Maintaining cordial relationship with the clients in order to attain maximum customer retention.
- Handling corporate customers and establishing corporate as well as the potential customers taking the lead role in planning, consulting, budgeting and resource allocation in sales process

### **Highlights:**

- Handle two major verticals
  1. Software & ERP Solutions.

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2. Web 2.0 solutions.

### Some of the major clients:

Intel, Bhartiya Jnanpith, Ndtv, Spice and many more...

**September'2009 – August'2010 with  
Mosaic ITES Services  
As Marketing Executive**

### Work Profile:

- Handling team and managing the New Media solution marketing & sales operations & accountable for driving sales initiatives in order to achieve business goals.
- Ensuring dynamic environment that fosters development opportunities and motivates high performance amongst team.
- Sustainable growth through maximum customer retention by fostering after sales service.
- Analyzing the client's business to provide better solutions which increases the company's efficiency & ROI.
- Working knowledge on new client acquisition and Business Development.
- Handling corporate customers and establishing corporate as well as the potential customers taking the lead role in planning, consulting and budgeting and resource allocation in sales process.

### Highlights:

- Handle three major verticals
  1. Printers,
  2. Software Solutions and
  3. Printer related spares and by-products.

**June'2008 – August'2009 with  
INFOCOM Network Ltd.  
As Sales Executive**

### Role:

- Generating sales / leads and developing business relationship.

### Work Profile:

- Handling team and managing the IT and New Media solution marketing & sales operations & accountable for driving sales initiatives in order to achieve business goals.

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- Managing the brand through after sale services to sustain the need at the consumer end.
- Attaining maximum customer retention for new business and new client acquisition.
- Analyzing the client's business to provide better solutions which increases the company's efficiency & ROI.
- Handling corporate customers and establishing corporate as well as the potential customers taking the lead role in planning, consulting.

### *EDUCATIONAL DETAILS*

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Degree	University
• Post-Graduation (MBA-Marketing & Finance)	UPTU
• Graduation (Commerce)	Agra University
• Higher Secondary	ICSE