

Business Development Manager

OBJECTIVE

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

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 Resale 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

- Skilled team player with proven ability to lead and motivate teams to maximize productivity
- Exceptional communication, analytical & interpersonal 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 client's requirement for the different products & services.
- Expertise in Cold Calling & high convincing power to motivate clients towards online promotion.
- Analysis the client's website for different services and accordingly giving him the best suggestions for his business.

SUMMARY OF SPECIALTIES

- 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, customer's 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.**
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ACADEMIA

- **PGDM** with specialization in Marketing Management & Human Resource Management from Pune University.
- **B. Tech** with specialization in Computer Science and Engineering from Pune University in 2007.

WORK EXPERIENCE

Infomanav

(Dec'12 till date)

Infomanav (Manav IT Solutions) is a Mumbai based Pvt. Ltd. Company, with offices at three major locations – Mumbai, Pune and USA. Our primary focus is on web based application development and online marketing. Infomanav is the registered trademark of the company. We work aggressively with technology partners including Sun Microsystems (Java), Microsoft, Cisco and Intel.

Job Profile:- Working as a Business Development Executive in Result First department of Infomanav 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.

Vento Solutions

(Oct'11 – Dec' 12)

Vento Solutions 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 Mosaic 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, and Google Ads and generate revenue for the company. Major target market is US, UK, Australia & other European countries.

Knoxville Website Design

(Sep'10 – Oct' 11)

Knoxville Website Design is a group of Technology businesses that provide internet based products and services to people and businesses around the world. Knoxville Website Design 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 Knoxville Website Design from September 2010 till October 2011. Used to develop business for Knoxville Website Design 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 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

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database and made available to corporate & business searchers at a fraction of the cost instantly through our online commerce website 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

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

PROFESSIONAL PROJECTS

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 chats 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 analyses 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 company's website www.lenskart.com & www.flyrr.com .

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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 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 this is beneficial for their business aspects.