



# Harshil Sheth

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## Sales and Marketing Specialist

A professional business developer with a practical approach to problem-solving and a drive to see things through to completion. Adept at developing effective marketing material, networking with business decision-makers and turning business prospects into buying customers. Bridging the gap between strategic plans and actual execution. Passionate about sales & marketing with an imaginative and active mind which adapts itself to prevailing environments easily.

## Work experience

### Business Development Specialist 02/2017 – 11/2019

#### ResellerClub – Endurance International Group, Mumbai, India

- Developing and fostering strong business relationships with prospective and existing strategic accounts while ensuring consistent business follow-ups.
- End to end business development for channel partners. Individually generated revenue of over USD 50,000 (FY 2018) and USD 63,000 (FY 2019).
- Managed the portfolio of key accounts and sales activities of remote employees in the Indonesia Business Unit, along with the team lead.
- Collaborated in the augmentation of the in-house CRM system.
- Planning and presenting reports on quarterly account progress, goals, and OKRs with stakeholders.
- Effectively managed team schedule (9+) resulting in better customer satisfaction and efficiency while lowering abandoned rates.
- Responsible for onboarding freshers - Hiring, training and mentoring.
- Designing and improving sales & retention centric processes to get maximum subscriptions onboard along with higher revenues month on month.
- Working closely with the marketing teams to conceptualize and design promotions & offers for the platform. Then analyzing lead conversion & reach of the marketing campaigns.
- Attended trade shows for client interaction and lead generation (Cloudbazaar, Cf5, Wordcamp).

#### Achievements and Initiatives:

- Consistent top achiever in the sales team for these financial years. Target achievement > 130%
- Increased team productivity by 23% through business process improvement work.
- Delivering 1:1 mentoring sessions and training junior professionals.

### Marketing and Research Executive 09/2016 – 12/2016

#### Z Nation Lab

- Managed social media across all platforms. Worked on building a community for the in-house startups by conducting various engaging events and sessions.
- Sourcing startups for the Accelerator Program & investments for Zsolt Capital - (Silicon Valley based fund) through various platforms and networking. Analyzed 150+ startups through various parameters, selecting 13 for our exclusive Bootcamp Program.
- Assisted in managing the implementation and execution of the Accelerator's programming schedule, which included: consultant trainings, pitch sessions, monthly alumni meetings, stand-ups and more.

### Business development Intern 03/2015 – 05/2015

#### Fanmode Labs

- Co-Managing tasks like market research, on-field promotions, SMM.
- Maximizing the INR 10 lakh budget for the IPL campaign by efficiently planning weekly promotional activities.
- Strategizing and executing events for Fanmode in public locations like sports bars, fan parks, malls, and colleges.

# Education

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Post Graduate Certificate in Management, Digital Marketing and Strategy 2019 – present	All India Management Association, Delhi, India
Bachelor of Management Studies, Finance Major 2013 – 2016	Narsee Monjee College of Commerce and Economics, Mumbai, India
CBSE Examination 2011 – 2013	Delhi Private School, Sharjah, U.A.E

# Achievements / Activities

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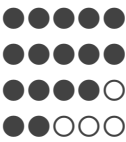
- Purpose Driven Sales (LinkedIn Course)
- Participated in “Designing for the Human Brain” (2018) - *Workshop showcasing the principles of psychology that facilitate good UI design*
- Represented the Endurance Football team in corporate tournaments (2017 – 2019)
- Represented U.A.E. at national level (Football) (12/2011 – 12/2012)

# Skills

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## Languages

English  
Hindi  
Gujarati  
Arabic



## Soft/Hard Skills

Analytical thinking  
Research & Strategy  
Leadership  
Presentations & Proposals  
Business process improvement  
Cross-functional team player  
Relationship management  
Email Marketing  
Microsoft Office / Google Apps  
SEO/SEM  
Web Analytics

# Hobbies

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Exploring distant lands



Capturing moments



Music



Football



Video games