

# - Komal Ranjana Sinha -

## Senior Business Development Executive

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Highly accomplished senior business development executive with over 5 years of demonstrated success in driving revenue growth and building strong client relationships. Proven track record in exceeding sales targets, managing key accounts, and negotiating profitable contracts. Strong expertise in consultative selling and effective account management. Committed to delivering exceptional sales results and contributing to the success of the organization.

- ✦ Strategic Planning: Developed and executed strategic business plans resulting in a 60% increase in sales revenue.
- ✦ Client Relationship Management: Managed key client accounts, achieving a 98% customer satisfaction rate and a 70% increase in repeat business.
- ✦ Negotiation: Successfully negotiated contracts with major clients, resulting in a 10% increase in profit margins.

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## PROFESSIONAL EXPERIENCE

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**Velocis Systems Private Limited**, Noida • Senior Business Development Executive 12/2022 - Present

- Establishing relationships with Key decision-makers/Key influencers/CXO within the customer's organization to promote growth and revenue.
- Generating new business with marketing initiatives and strategic plans.
- Reaching out to potential customers via telephone, email, LinkedIn, and in-person inquiries.
- Using social media and lead-generation tools to meet the assigned target.
- Monitoring market trends and competitor activities to identify new leads and opportunities.
- Performing client research and identifying opportunities for account growth, account penetration, and market expansion.
- Working as an individual contributor to conduct virtual demos with the VP/Head of sales & product team.
- Working as a bridge between customer and organization.
- Identified business development challenges and customer concerns for proactive resolution.

**Youngman India Private Limited**, Greater Noida • Key Account Manager 05/2022 - 11/2022

- Managed key accounts and maintained long-lasting relationships.
- Redeveloped the business relationship with lost key customers.
- Worked as a single point of contact for all the assigned customers.
- Supervised a team of 8 people for the delivery of projects & events without any hassle.
- Responsible for connecting with key customers and creating relationships with their PAN India team for new order pipelines.

- Managed end-to-end projects & events with the customer till their completion.
- Preparing detailed proposals as per client's requirements.
- Analysed multiple online platforms & done face-to-face meetings to connect with key customers and explore their upcoming projects.
- Developed product demonstrations and presentations for customers.

**IndiaMART INTERMESH Limited**, Noida

12/2019 - 04/2022

**Retention Manager**

01/2021 - 04/2022

- Managed key account retention by building relationships and renegotiation on proposals.
- Developed new strategies for customer retention activities.
- Coordinated a team of 15 salespersons to resolve customer concerns & regenerate service satisfaction.
- Managed customer portfolio to increase their online visibility.
- Prepared cost-benefit analyses for prospective and existing customers to determine the most suitable purchase option.
- Conducted process video/sales meetings for the international/national clients to better understand the product.
- Connected with existing customers to explain products and encourage them to retain the services.

**Customer Success Account Executive**

12/2019 - 01/2021

- Done telesales, cold calling, and client video meetings for renewal and sales.
- Achieved organizational goals as well as individual targets.
- Maintained a professional demeanor by staying calm when addressing unhappy or angry customers.
- Performed customer's portfolio correction for organic SEO.
- Provided after-sales services to clients.
- Used industry expertise, customer service skills, and analytical nature to resolve customer concerns and promote loyalty.
- Done cross-selling to generate revenue.
- Coordinated with area sales managers to resolve customer concerns.

**Sharda University**, Greater Noida • Admission Counselor

03/2019 - 09/2019

- Handled National/International Admissions.
- Built relationships with students to help with each admission requirement.
- Complete student enrolment documents and assist with registration.
- Handling End-to-end follow-ups.
- Generated MIS reports and achieved admission targets.

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## ACHIEVEMENT

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- Achieved 150% More than the YTD Target.
  - Received Retention Champion Award.
  - Certified with Gladiator Glory Certificate.
  - Been Best Performer of the Month (PAN India).
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## SKILLS

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- MS Excel, MS Word, and PowerPoint
  - Lead Generation
  - Customer Relationship Development and Support
  - Customer Relationship Management (CRM)
  - Marketing research and Analysis
  - Business Development
  - Strategic account development
  - New Account Acquisition
  - Key Account Management
  - Upselling and consultative selling
  - Time Management
  - Self-Management
  - Tech Savy
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## EDUCATION

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**B.Tech Aerospace** • Punjab Technical University Graduation Year  
(2014 - 2018)

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## HOBBY

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- Painting
- Art & Craft
- Playing Video Games
- Badminton & Tennis
- Gardening