

Riya Jaiswal

Senior Business Development Associate



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Highly motivated Business Development Associate with a proven track record of driving increased sales, improving customer experiences, and elevating company profiles. Seeking opportunities to leverage my extensive customer service and sales experience to contribute to the growth and success of a dynamic organization.

Work History

Dec 2021- Aug 2024- Senior Business Development Associate

Unacademy, Bengaluru

- Initiate contact with potential leads and guide them from initial prospecting to conversion.
- Provide expert counsel to learners on how Unacademy courses can aid in exam success.
- Communicate effectively to foster relationships with new and existing customers.
- Plan and execute sales strategies to achieve revenue targets.
- Effectively manage lead flow using Sales CRM Leadsquad.
- Achieve monthly sales targets with demonstrable key performance indicators (KPIs).

Mar 2021- Dec 2021- Business Development Associate

Planetspark, Gurugram, Haryana

- Secured licensing to sell in the USA and Canada regions.
- Designed and executed performance improvement strategies, driving continuous growth.
- Fostered strong client relationships and collaborated with the team to exceed targets.
- Conducted proactive client interactions and resolved inquiries.
- Delivered persuasive sales pitches, converting cold leads into customers and partners.



Education

June 2019 - MBA: Marketing
March 2021 *ICFAI Business School - PUNE*

May 2015 - Bachelor of Business Administration
May 2018 *Lucknow University*



Summer Internship

Company: BTW visa service (I) Pvt. Ltd.

Description:

- Generated leads through cold calling and conducted client meetings.
- Contributed to the entire sales process, from lead generation to closure.
- Successfully cross-sold products and services.
- Conducted market research to support business development initiatives.



Skills

- Business Development
- Effective Communication
- Market Research
- Teamwork
- Sales CRM (Leadsquad)
- Microsoft Office Suite
- Google Analytics
- Social Media Strategy
- Team Work



Certifications and Tools

- Google Digital Unlock by Google (2020)
- Social Media Strategy by Hubspot Academy (2020)
- Google Analytics for Beginners by Google (2020)
- Inbound Marketing by Hubspot Academy (2020)



Extracurricular

- 2nd runner up in cyclothon event of ek prayas (2018)
- Won the Inter College Debate Competition on the Environmental Pollution in graduation (2017)
- **Hobbies :** Blogs Reading, Painting