



DEVANSHI GURJAR

Business Development Manager

Contact Details

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📍 Wakad, Pune, 411057

DOB - 26-06-2000

Marital Status : Unmarried

Hard Skill

- ♦ Marketing Strategy
- ♦ Advertisement
- ♦ Team Leadership
- ♦ Multitasking: Network Marketing (Represent organization in BNI and SNOW),
- ♦ Event Management
- ♦ Digital Marketing
- ♦ Advance Excel

Soft Skill

- ♦ Corporate Speaker
- ♦ Problem solver
- ♦ Decision making
- ♦ Good Communicator
- ♦ Logical thinker

Education Background

- **MBA - Marketing**
Institute Of Industrial & Computer Management & Research , Pune
- **B.Sc. Biotechnology**
SAGE University Indore, MP

Objective

An organized and creative professional with proven **Marketing and Sales skills** with a desire to learn more. Possess **1+ year** of working experience of **B2B sales**. Gained Knowledge in Advertising, Event Sponsorship, Market Research, Marketing Strategy, Inside Sales and Digital Marketing.

Professional Experience

Customer Relationship Manager *Nov 2023 -Present*
Archers Wealth Management, Pune

Key responsibilities:

- ♦ Managing Databases, analyzing customer feedback, coordinating with sales and marketing teams, resolving complaints and developing strategy to improve customer engagement and loyalty.
- ♦ Preparing financial projection and seminars/ webinars, Attending events such as Network Marketing (BNI chapters, Angel One Webinars and etc.)
- ♦ Meeting Existing and potential clients and building positive relationship & Interaction with clients to ensure satisfaction and retention.
- ♦ Striving to build long-term relationship and maximize customer lifetime value.

Key Account Manager *Oct 2022 - Nov 2023*
Tikona Infinet Private Limited, Pune

Key responsibilities:

- ♦ Generating leads with the help of Social media and Google
- ♦ Managing the existing accounts and providing solutions on their feedback
- ♦ Meeting with new clients
- ♦ Analyze the territory, market potential, track sales and status reports and maintaining all B2B selling operations and activities within a particular industry

Marketing Executive Intern *Sep 2022 - Oct 2022*

JEMKON Pvt. Ltd. Pune

Key responsibilities:

- ♦ Performed Marketing activities as an Intern
- ♦ Generating leads using social media
- ♦ Taking Meetings and persuading the customers to generate profit to the company

Achievements

Got an appreciation and Prize for the excellent performance in Internship duration.