

# Riya Singh

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## SUMMARY

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Nearly 2 years of experience in the education industry with a track record of expanding international markets and driving sales growth in previous roles. Skilled in client relationship management, market research, and lead generation.

## EDUCATION

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### O.P. Jindal Global University

Sonapat, Haryana

*Masters of Business Administration*

October 2025

Courses: Strategic Management, Financial Analysis, Marketing Strategies, Organizational Behaviour, Supply Chain Management, International Business, Digital Transformation.

### Indian Institute of Management

Kozhikode, Kerala

*Professional Certificate Program in Business Management, GPA 7.41/10*

August 2023

Courses: Strategic Management, Financial Analysis, Marketing Strategies, Organizational Behaviour, Supply Chain Management, International Business, Digital Transformation.

### Banasthali Vidyapith

Jaipur, Rajasthan

*B.Sc. in Biotechnology, GPA 8.25/10*

May 2022

Courses: Molecular Biology, Genetics, Biochemistry, Microbiology, Cell Biology, Bioinformatics, Genetic Engineering, and Bioprocess Engineering.

### Delhi Public School

Singrauli, Madhya Pradesh

*10+2, GPA 6.25/10*

April 2018

Courses: Physics, Chemistry, Biology, English, Biotechnology

### Delhi Public School

Singrauli, Madhya Pradesh

*10<sup>th</sup>, GPA 8.2/10*

April 2018

Courses: Science, English, Hindi, Social Science, Science, Mathematics

## PROFESSIONAL EXPERIENCE

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### BYJU's

Noida, UP

*Business Development Associate – Sales*

May 2023–December 2024

- Proactively converted leads into enrolled students by understanding their educational needs and matching them with BYJU's programs.
- Provided in-depth counseling and information to prospective learners through phone, email, and social media.
- Maintained effective communication from initial contact to onboarding, ensuring a smooth and satisfactory experience.
- Consistently achieved sales targets by effectively pitching educational products and closing deals.
- Developed thorough product knowledge to deliver personalized counseling and maximize enrollments.

### iEnergizer

Noida, UP

*Customer Service Representative*

February 2023–April 2023

- Address customer inquiries, resolve complaints, and provide accurate information about products or services.
- Handle inbound/outbound calls, emails, or chat support to assist customers effectively.
- Maintain a positive and professional demeanor to ensure excellent customer experiences.
- Update customer records and log interactions using the company's CRM tools.
- Follow company policies and procedures to meet performance and quality benchmarks.

## SKILLS

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- **Sales Skills:** Lead conversion, upselling, and achieving targets.
- **Communication:** Clear, persuasive, and empathetic.
- **CRM Proficiency:** Managing leads and follow-ups effectively.
- **Counselling:** Tailored advice to address students' career goals.
- **Product Knowledge:** In-depth understanding of academic programs.
- **Time Management:** Handling multiple leads and meeting deadlines.
- **Interpersonal Skills:** Building rapport and trust.
- **Tech Savviness:** Proficiency in CRM, MS Office, and online tools.
- **Analytical Skills:** Tracking metrics and improving processes.
- **Negotiation:** Addressing objections and closing deals.