

KARTIKEN GOEL

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Technical Skills

Languages: C++, Python, HTML/CSS, SQL

Developer Tools/Frameworks: VS Code, GitHub, CRM Software, MS-Excel

Soft Skills: Sales Strategy & Planning, Market Research and Analysis, Negotiation, Closing Deals, Upselling, Communication & Interpersonal Skills, Presentation and Public Speaking, Client Relationship Management, Time Management & Organization, Team Collaboration, Problem-Solving & Decision-Making

Experience

Ufaber Edutech Private Limited

May 2024 – Present

Business Development Executive

Noida, India

- Led strategic sales initiatives, **achieving substantial revenue growth by enrolling over 80 clients within 8 months** through targeted lead generation and conversion strategies.
- Designed and implemented tailored sales solutions to meet diverse client needs, driving improved customer satisfaction, retention, and repeat business.
- **Secured key clients across B2C and B2B segments**, significantly expanding the company's market presence and competitive positioning.
- Collaborated with cross-functional teams to refine offerings based on client feedback and market trends, ensuring a customer-first approach.
- Utilized CRM tools and data analytics using MS-Excel to optimize the sales funnel, enhance decision-making, and boost overall team performance.

Projects

Covid-19 Predictor | *Python, Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, Jupyter Notebook.*

January 2022

- Developed a machine learning model using Python to predict the likelihood of COVID-19 infection based on user input and diagnostic data.
- Utilized algorithms such as Logistic Regression and Random Forest, achieving high accuracy through data preprocessing, feature engineering, and hyperparameter tuning.
- Visualized insights with tools like Matplotlib and Seaborn to highlight key predictors and improve interpretability.
- Designed a user-friendly interface for real-time predictions, enabling faster identification of potentially infected individuals and supporting early isolation efforts.

Mobi Store | *C++, Object-Oriented Programming (OOP), File Handling, Data Structures*

November 2021

- Developed a C++ application to efficiently manage data related to electronic gadgets in electrical stores, streamlining inventory and sales processes.
- Implemented features such as product cataloging, stock tracking, and sales records, ensuring accurate and real-time data management.
- Designed a user-friendly interface with menu-driven functionality for easy navigation and data retrieval, improving operational efficiency by automating manual tasks, reducing errors, and enhancing overall productivity.

Tindog | *HTML, CSS*

December 2020

- Designed and built 'Tindog,' a visually engaging website using HTML and CSS. The website provides comprehensive information on various dog breeds, including their temperaments, care requirements, and breed-specific images.
- Implemented responsive design principles to ensure an optimal viewing experience across different devices (desktops, tablets, and mobile phones) and successfully deployed the "Tindog" website, demonstrating proficiency in front-end development and the ability to bring a project from concept to completion.

Education

HMRITM(GGSIPU)

Aug. 2018 – July 2022

Bachelor of Technology in ECE(8.62 CGPA)

New Delhi, Delhi