

# Shreety Nigam

P-14/29 ,2nd floor,BPTP, P block ,Parke elite floor ,Sec 75,greater Faridabad  
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## Objective

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I would like a career that gives me rich exposure through diverse assignment and working with people of high caliber. I would constantly look out for challenges, which would help me to achieve my personal and professional goal.

## Experience

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### **Business Development Associate**

1June - till now

Drishti IAS

- Achieving monthly sales targets through the identification and development of new customers.
- Building the sales funnel and generating leads via cold calling, emailing, and other lead generation activities.
- Handling over qualified leads to the sales teams with the objective of closing the sales.
- handle customer recovery, prepare reports, and manage negotiations, ensuring positive outcomes and data accuracy.
- Build and maintain strong client relationships by understanding their needs, addressing concerns, and ensuring customer satisfaction to foster long-term partnerships and repeat business.

### **Business Development Trainee**

1 April 2022 - 1June 2022

Drishti IAS

- Counsel potential students over a call to inform them about a product and help them make better career decisions.
- Answer questions about our product or the company.
- Maintain sales reports and update them in the CRM from time to time.
- Go to extra mile to meet sales quota and facilitate future sales.
- Keep records of calls and sales and notes useful information

### **Digital media intern**

Futurious Teachnology

- Gained hands-on experience in digital marketing strategies, including SEO, SEM, and social media marketing.
- Assisted in creating and managing online marketing campaigns to drive traffic and increase brand awareness.
- Developed content for marketing materials, email campaigns, and social

- media posts.
- Collaborated with the marketing team to optimize ad performance and achieve campaign goals.

## **Content writing intern**

Prayas India

- Created engaging and well-researched content for various platforms, including blogs, articles, and social media.
- Learned and utilized WordPress for content management and website updates.
- Ensured all content was original and plagiarism-free, adhering to high-quality standards.
- Collaborated with team members to develop content strategies and meet project deadlines.
- Enhanced SEO techniques to increase content visibility and audience engagement.

## **Education**

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**BBA**

2019-2022

J C Bose University science and technology YMCA Faridabad

- 86%

**12th**

2019

D.A.V public school Faridabad

- 83%

**10th**

2017

D.A.V public school Faridabad

- 65%

## **Skills**

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- Sales
- Communication
- Negotiations
- Sales target
- Business development
- Lead squad management
- Cold calling
- Inside sales
- Basic Excel
- Basic Canva