

KARTIKEYA MADNANI

Customer Obsessed



CONTACT



+91 9979887155



Kartikeya.m98@gmail.com



[in/Kartikeya8](#)



Ahmedabad, Gujrat

EDUCATION

PG DATA SCIENCE DIPLOMA

Jigsaw Academy 2019-2020

BCA

GLS Institute 2016-2019

10+2

CBSE 2016

SKILLS

- Lead Generation
- Product Based Selling
- Account Based Selling
- Cold Outreach
- Product Demo Skill
- Relationship Management
- Cross-Selling
- Up-Selling
- Onboarding Expert
- Outbound Campaigns

PROFILE SUMMARY

Results-driven professional with a proven track record of **4.5+ years** with brands like **Mojocare**, **Faaprime**, and **Allevents**. Achieved significant sales growth, spearheaded successful campaigns, and delivered **10k+ sales** in both B2B and B2C for US, UK and Asia markets with lifetime sales revenue of **\$2.4M ARR**. Key success includes launching an e-commerce platform with **₹6 lakh Annual Profits**. Skilled in driving customer engagement and exceeding targets through strategic Sales and marketing initiatives.

EXPERIENCE

Business Development Manager



Jun 2024- Present

- **Increased Event Sales:** incremental sales of **15k+ tickets** via platform by optimizing on-boarding processes and building strong relationships with event organizers.
- **Enhanced Engagement: 2X Instagram engagement for event organizers** through strategic collaborations and innovative campaigns, increasing visibility and audience reach.
- **Automated Communication:** Streamlined end to end user communication using Sheets mail merge and WhatsApp plugins, ensuring faster and more personalised responses, ticket resolution and operations **improving efficiency and retention rate by 2.5X**.

IT Sales Manager - B2B



Jun 2023- Jun 2024

- **Lead Generation:** Boosted potential client interactions by **40%** through targeted campaigns in the UK market. Developed strategies increasing **sales revenue by 30%**.
- **Sales Management:** Managed sales cycle end-to-end, with lifetime revenue of **£36k** with high ticket new clients on-boarded.
- **Client Relationships:** Maintained strong client relationships, ensuring personalized solutions and high satisfaction.
- **Marketing Campaigns:** email and landing page campaigns, **improving CRO by 25%**. while optimising the CRM sales process for the whole funnel.

● TOOLS

CRM

- Salesforce
- Hubspot
- LeadSquared

Sales

- LinkedIn Sales Navigator
- Apollo.io
- Meta Business Suit

Outreach

- Loom
- VEED.IO
- CallHippo
- Knowlarity
- Lemlist
- Eazybe
- MailChimp

Design

- Canva
- Figma
- Premier Pro

Tech

- Shopify
- Wordpress
- Tableau
- Power BI

● Inside Sales Executive mojocare

Oct 2022- Jun 2023

- implemented data driven strategies, driving revenue of **₹22.5 L.**
- customers success through treatment options, ensuring satisfaction and **repeat business.**
- Spearheaded local and national branding initiatives to **boost market presence.**

● Product Marketing Associate

FAQPRIME

Feb 2022- Oct 2022

- Generated **1,000+ unique visitors** via YouTube content and blog articles.
- Improved cold email **response rates by 20%.**
- Entered the US market, focusing on **lead generation** via Apollo.io and LinkedIn Sales Navigator.

● Independent Business Developer

shopify

Jun 2021- Feb 2022

- Launched an e-commerce platform promoting traditional clothing, achieving **₹6 lakh Annual Profit.**
- Collaborated with artisans and delivery agents to establish a **reliable supply chain.**

● Business Development Associate

SUN POWER

Jun 2020- Jun 2021

- Conducted sales campaigns, generating **₹30L revenue.**
- Designed 3D models for solar plant visualizations
- **Assisted customers with data interpretation.**

PROJECTS

Web Development

- Created a responsive website using Bootstrap and custom templates for MG Spintex.
- Managed updates, maintenance, and design enhancements.

Data Analytics & ML

- Built a self-driving car simulation using **neural networks**
- Analyzed stock buying patterns using **NLP.**

Sales Support ChatBot

- Lead Generation, Website creation, Cold Outreach Drafts for **1200+ Global B2B SaaS Clients** via AI ChatBot

Digitalization of Tourism Industry

- Helped hotels, and travel agents , digitalize listing on various booking platforms such as **MMT, Bookings.com, Trivago**
- Help them increase their **online credibility** by branding efforts.