

# MINAL CHAUDHARY

## Business Development Professional

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### JOB OBJECTIVE

Goal-oriented & results-driven professional targeting assignments in Managerial Roles (Business Development) with an esteemed organization, preferably in Delhi NCR

### CORE COMPETENCIES

- Business Development & Expansion
- Sales & Revenue Strategies
- Market Research & Analysis
- Store Management
- Brand Building & Positioning
- Revenue Generation & Growth
- Strategic Planning & Execution
- Client Relationship Management
- Operations Management
- Customer Acquisition & Retention

### CERTIFICATIONS

- Pursuing:** Advanced Excel from Udemy
- 2021:** Master's Program: **Digital Marketing Specialist** Simplilearn Certified

### EDUCATION

- 2019:** MBA from G.L. Bajaj Institute of Management & Research
- 2015:** BBA from Manav Bharti University

### PROFILE SUMMARY

- **Possessing over 4 years of experience** in Business Development and Sales to drive growth in the EdTech industry, utilizing strong analytical and decision-making skills
- Currently working as, a Business Partner with Upgrad, responsible for **establishing and executing sales goals**, managing a sales team, and driving business growth
- Strong acumen in **maintaining efficient Store Operations**; assigning and evaluating work performance of personnel assigned to store, sustaining clean & safe environment **Proven success in developing new business & managing sales cycle** through effective forecasting, pricing, rate management & distribution channel mix and closed deals while developing strong client relationships
- Displayed paramount efforts across breadth of **maintaining track of monthly performance** including sell through, store category profitability, retail presentation & target achievement against plan
- **Delivering customer centric operations** and ensuring customer satisfaction by achieving service quality norms; interfacing with clients for suggesting most viable product range; cultivating relations with them for securing repeat business
- **Skilled in devising & effectuating go-to-market strategy** of introducing products to win beneficial deals; pioneering business development to enhance revenues by identifying market opportunities
- **Directing and managing the business's brand strategy** as well as corresponded brand elements to maximize the brand's equity through media planning, creative development, metrics, market research, and vendor management
- **Proficient in managing & leading teams** for running successful process operations and experience of developing procedures, service standards for business excellence

### WORK EXPERIENCE

#### Upgrad

**Designation: Sales Manager (Nov'22-Present)**

#### Key Result Areas:

- Partnered with senior executives to develop and implement strategic sales initiatives to drive regional growth.
- Led and empowered a Sales Team to achieve exceptional revenue growth and surpass corporate objectives.
- Setting goals, plans, and targets for the BD's for their weekly, monthly, and quarterly KRAs and monitoring conversion percentages at each stage of the lead lifecycle.
- Strategically formulated comprehensive plans to drive sustainable business growth in both the short and long term.
- Provided guidance and support to the sales team, resulting in increased account closures and enhanced sales techniques.
- Meeting team targets and training BDs with the product and sales pitches for helping them reach their individual targets.
- Conducted seminars and sales activities to promote the brand.
- Developed and executed plans to promote new products as upsells to existing clients, resulted in an increase in revenue.
- Discussing strategies with the product and operations team to provide a seamless learning experience for the converted leads which indirectly creates a basis for upselling company products.

## SOFT SKILLS

- Leadership
- Team Management
- Problem Solving
- Communicator
- Decision Making

## PERSONAL DETAILS

**Date of Birth:** 22nd November 1994

**Languages Known:** English & Hindi

**Address:** 597, Sarswati Kunj, Sec-53, DLF Phase-5, Gurugram

### Unacademy, Bengaluru (Sep'20-Oct'22)

**Designation: Senior Business Development Associate**

#### Key Result Areas:

- Collaborated with the Sales Manager and Team to develop and execute programs that drove pipeline growth and closed deals.
- Maintained average TT of 4+ hours MOM with good quality score of 90% and 90+ dial out.
- Managed the order process for the assigned category, ensured smooth operations and customer satisfaction.
- Developed deep customer knowledge and relationships.
- Identified prospects and developed sales strategies to generate revenue.
- Coordinated sales calls, competitive analysis, direct mail campaigns & follow-up activities.

#### Highlight:

- Received recognition for achieving the highest referral revenue.

### Edfora, Delhi (May'19-Aug'20)

**Designation: Business Development Associate**

#### Key Result Areas:

- Communicated pricing and product information to generate revenue through phone and email interactions.
- Leveraged various communication channels, including phone, email, and web tools, to ensure effective and efficient communication.
- Handle inbound and outbound sales calls with follow-ups. Handle learner interaction and queries. (B2C)
- Strategically developed and implemented plans to optimize revenue generation.
- Worked collaboratively in a team environment, fostered strong relationships with both direct and channel organizations.