



Shivangi Agarwal

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PROFILE

Dynamic and results-driven with a strong background in social media management, client communication, problem analysis, and teamwork. Seeking to contribute my skills and enthusiasm to support the growth and success of company while expanding my knowledge and expertise to drive business growth and managing client relationships across diverse industries

SKILLS

- Business Development
- Client Relationship Management
- Sales Strategy and Negotiation
- International Sales and Business Expansion
- Strategic Business Growth Initiatives
- CRM Software (Leadsquare, Hubspot)

WORK EXPERIENCE

Anantya.ai - Business Development Executive

(Dec'23 – Present)

- Specialize in WhatsApp Business API.
- Managed inbound and outbound leads.
- Conducted over 200 demo meetings domestic and internationally.
- Successfully closed deals in the UK, Australia, Kenya, KSA, UAE, and India.
- Core member of business growth strategy team.
- Developed and implemented sales strategies to achieve business objectives.
- Maintained client relationships with regular contact post-deal closure ensuring customer satisfaction

Make My Radio- Business Development Executive

(Sep'23- Dec'23)

- Managed lead generation and client outreach single-handedly, resulting in a 9% increase in the sales pipeline.
- Managed client meetings and presentations, developing expertise in client relationship management.
- Successfully closed deals with 3 major clients & generated 4 leads through a combination of phone calls and field visits

PROCYDIA- Sales

(Apr'23 - Aug'23)

- Performed outbound tele-calling to identify and qualify potential leads, directly contributing to business growth.
- Developed and maintained relationships with prospects through effective communication and follow-up,
- Provided tailored solutions and information to clients, addressing inquiries and overcoming objections to drive sales.

VIDYA MANDIR

(2018 - 2021)

- Account Management: Managed partnerships with various vendors across the Bundelkhand region
- Client Communication: Managed relations with various vendors and negotiated pricing and managed P&L.
- Operations: Managed day-to-day activities for the smooth functioning of the store.

COLLEGE PROJECT

- Documentary on Thalassemia- Did on foot interview with doctors and researched about it

JOURNALISM

- Covered news for a Local news channel
- Reported the same on Live Media Broadcast and was published in Local Newspaper

EDUCATION HISTORY

PG in Strategic Digital Marketing- Great Learning (2022- 2023)

MBA (Media Management)- DAVV Indore (2013- 2015)

BCA- Bundelkhand University, Jhansi. (2009- 2012)