

## Vivek Anand

Laxmi Nagar, Delhi, 110092 | +91 9708 744 594 | [conektace.vvk@gmail.com](mailto:conektace.vvk@gmail.com) |

LinkedIn: <https://www.linkedin.com/in/vivek-anand-modi>

---

### Professional Summary

Dynamic Sales and Business Development professional with a proven track record in generating leads, client acquisition, and driving revenue growth across multiple industries including IT and SaaS. Experienced in both B2B and retail sales, with skills in negotiation, account management, and CRM systems. Seeking to leverage expertise in sales strategy and relationship building to add value to a growth-oriented organisation.

### Core Competencies

Sales Strategy & Business Development  
Lead Generation & Pipeline Management  
B2B & B2C Sales  
Client Acquisition & Relationship Management  
Negotiation & Deal Closure  
Market Analysis & Competitive Research  
CRM Tool (Hubspot)  
Lead Generation Platforms (e.g., LinkedIn Sales Navigator, ZoomInfo)  
MS Office Suite & Data Reporting

### Professional Experience

#### Sales Manager, PAN India

Barrel Scope Solutions Pvt. Ltd., Delhi | May 2024 – Present

- Led end-to-end sales process including lead generation, prospecting, and closing deals across PAN India.
- Built strong relationships with decision-makers, resulting in increased client acquisition and revenue growth.
- Conducted in-person meetings and negotiations, consistently closing high-value deals.
- Managed sales pipeline and forecasts, prepared proposals, and handled tender submissions.
- Utilized CRM tools for maintaining records and tracking sales performance.

#### Regional Sales Executive, B2B-IT

ZKTeco Biometrics India Pvt. Ltd., Mumbai | Sep 2023 – May 2024

- Spearheaded lead generation efforts through platforms like Trade India, Indiamart, and LinkedIn.
- Specialized in selling biometrics, access control systems, and security solutions.
- Delivered product presentations at roadshows and events to increase brand visibility and client engagement.

- Played a key role in negotiation, pricing strategy, and contract finalisation for various B2B clients.

### Inside Sales Executive, B2B-SaaS

HCLTech, USA (Remote) | Nov 2022 – Sep 2023

- Managed new account acquisition and grew existing accounts in the US market.
- Initiated contact with C-level decision-makers, conducted needs assessments, and presented tailored solutions.
- Leveraged ZoomInfo and LinkedIn Sales Navigator for lead generation and scheduling meetings with potential clients.
- Developed meeting notes, tracked follow-ups, and maintained comprehensive sales reports.
- Demonstrated persistence in cold calling, contributing significantly to sales target achievements.

### Internships

#### Sales Executive

Shriram Life Insurance Company, Delhi | Sep 2022 – Oct 2022

- Gained insights into various insurance products and their market dynamics.
- Assisted customers in understanding insurance plans based on their needs.

#### Academic Writer

Paperpedia, Gurgaon | Jul 2022 – Aug 2022

- Completed writing assignments, ensuring adherence to style and content standards.
- Conducted thorough research to produce accurate and clear academic content.

### Education

- MBA in Marketing & Operations Management, GNIOT, Greater Noida, UP | 2021 – 2023
- Bachelor of Arts in English, Saria College, VBU, JH | 2018 – 2021
- Higher Secondary in Science, Gossner College, Ranchi, JAC | 2016 – 2018

### Accomplishments

- Completed mini-project on "Own Business Plan" and participated in Nusantra International project by AIBPM.
- Awarded a certificate of achievement by Expertrons.
- Active participation in workshops on life management skills and corporate transition. Volunteered in social causes like blood donation and received recognition from AIIMS and RIMS.

### Languages

English, Hindi, Marathi, Bhojpuri

## **Hobbies**

Social as well as Voluntary works.  
Creative writing, adventurous travel and pilgrim visits.

## **Personal Details**

Date of Birth: 16th September 2000  
Marital Status: Unmarried  
Nationality: Indian