

SIDDHARTHA DUGGAL

DETAILS

ADDRESS

Gurugram
India

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LINKS

[LinkedIn](#)

CORE COMPETENCIES

B2B Business
Development

Email Marketing

Customer relationship
management

Leadership & Team
management

Excellent Communication
& Presentation skills

Cross functional
Collaboration

Copyrighting

PROFILE

Dynamic professional with 1 year & 10 months of experience in business development & customer relations, managing projects from conception to completion. Bringing forth proven expertise in guiding business development, management strategy & relationship management. Adept in analytical & strategic planning while building strong relations with business partners.

EMPLOYMENT HISTORY

Business Development Associate, Silverpush

Gurugram

Feb 2023 — Jul 2024

- Created a database of customer records that improved customer relations and increased customer satisfaction rate by 20%.
- Managed client relationships and negotiations, demonstrating strategic reasoning that led to a 10% increase in client retention rate.
- Utilized tools like lemlist & salesql targeting prospects across international markets, significantly expanding the potential client base.
- Increased email open rates through compelling subject lines and copyrighting tools using rytr.AI, copy.AI.
- Created compelling email campaigns specifically for US & UK market generating an average click through rate (CTR) of 2-3%.

Business Development Associate, Toothsi

Delhi

Feb 2021 — May 2021

- Connected with potential B2B partners (dental clinics & hospitals) for booking appointments & pitched company products.
- Successfully tied up & on boarded 4-5 new clinics every month.
- Analyzed & prepared competitor analysis reports to come up with strategies to acquire new accounts.
- Conducted surveys and interviews to identify areas of improvement suggesting changes resulting in increased brand awareness & loyalty.

EDUCATION

MBA (Marketing & HR), Jaipuria Institute of Management

Noida

Jun 2019 — Jun 2021

Post graduated with 72%

BBA (Marketing), UPES

Dehradun

Jun 2014 — Jul 2017

Graduated with 89%

INTERNSHIPS

Strategy & Facility Intern, Fitso

Gurgaon

Apr 2020 — Jun 2020

- Assessed customer's needs & preferences, preferred source of information for sports & fitness activities during times of crisis.
- Analyzed the best practices for marketing, communication/promotional strategies during COVID-19.
- Identified marketing retention strategies followed by sports companies.

Sales Intern, Krishna Auto Sales

Chandigarh

May 2016 — Jun 2016

- Analyzed secondary data of customers according to the date they purchased the vehicles.
- Made cold calls through secondary data & generating customers for the company through online portals & phone calls.
- Handled the delivery system from booking to delivering the vehicle through coordination with logistics department.

EXTRA-CURRICULAR ACTIVITIES & ACHIEVEMENTS

- Appointed as discipline & Beat Patrolling committee member in the years 2014, 2015 & 2016 in graduation.
- Medal holder in CBSE zonal (nationals) swimming championships.
- Medal holder in state level swimming meets for 4 years.
- Participated at district level cricket meets.
- Batch topper in Graduation.
- Silver medal Merit holder in overall BBA batch.