



# Dr. Neha Yadav

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Looking for: Sr. BUSINESS DEVELOPMENT EXECUTIVE

## PROFILE

A motivated and results-driven Business Development Executive with 3 years of experience in the Nutraceutical industry. Skilled in developing customer relationships, building brand awareness, and increasing customer loyalty through creative problem-solving and strong communication skills. Proven track record of boosting revenue growth by employing strategic business proposals and leveraging the latest web technologies.

## SKILLS

- Market Research
- Lead Generation
- Business Proposal Writing
- Strategic Planning
- Sales Negotiation
- Data Mining
- Communication
- Interpersonal skills
- Customer Relationship
- Leadership
- MS Office

## PROJECT

Worked on "Development, Characterization and Application of Prebiotics."

## LANGUAGES

- English
- Hindi

## PROFESSIONAL EXPERIENCE

### Business Development Executive | Zeon Life Sciences

Jul. 2021 - Present

- Identified and developed new business opportunities - bringing new clients for domestic market and adding revenue to the organization.
- Qualify leads as sales opportunities and pursue for closure.
- Present company to potential clients - run sales cycle from researching prospects to cold calling, in-person meeting, and pitching, consulting, negotiating, and closing deals.
- Developed new strategies to increase penetration into clinical groups at pharmaceutical companies leading to positive growth in annual revenue.
- Organized and presented at 7+ local trade shows including CPHI – 2021, 2022, 2023, IPHEX 2023, ASSOCHAM 2023 to increase brand awareness and reaching potential customers.

## EDUCATION

- **Doctorate in Marketing Strategy | 2024**  
ISBM - Mumbai
- **Masters in Biotechnology | 2021**  
Rama University - Kanpur
- **Bachelors in Biology | 2019**  
CSJM University - Kanpur

## COURSES

- **OTC MARKETING MANAGEMENT**  
Gained proficiency in OTC Marketing Management and got certified from Nutrifly Today in association with Centurion University
- **BIOINFORMATICS**  
45 days online training in Bio-informatics from Abha Biotechnology Pvt. Ltd, R&D skill center, Noida, UP.

## ACHIEVEMENTS

- Performer of the year for FY 2022-23
- Performer of the Q1 – Silver Medal in FY 2022-23
- Gold Medal in Taekwondo in 2011
- Miss Fresher of 2K19 in Rama University
- Participated in the International Conference on "Preparation of Carbon Nano-composites and its application in 2020"
- Organized and participated in cultural activities in Rama Fest in 2K21