



# Pragya Shrivastava

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A driven professional with a solid background in business development, keen to contribute to a dynamic organization. I aim to utilize my skills in strategic planning, client relationship management, and business growth to help achieve organizational objectives. Passionate about collaborating with a dedicated team in a challenging environment that encourages both professional and personal growth

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## EDUCATION

### MBA (2022-24)

Sagar Institute of Science & Technology SISTEC

### Bechelor of Arts ( 2019-2022)

Govt Maharani Laxmi Bai Girls  
PG college Bhopal with 73%

### Completed 10th & 12th

Govt Model Higher Secondary  
school Jatara with 77.4% in 2017  
& 79.6% in 2019 respectively

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## WORK EXPERIENCE

Feb 2024

### Business Development Associate

As a Business Development Associate, I drive growth by identifying potential customers through email campaigns and internet searches, targeting the USA and Canada markets. I create business plans, sales pitches, and presentations while tracking results and collecting feedback for continuous improvement. I build and manage client relationships, support the sales team, and collaborate on innovative sales and marketing strategies. Additionally, I work on staff augmentation, ensuring clients have access to the right talent. My role also involves data extraction from platforms like LinkedIn and FlexJobs ETC and coordinating business development activities such as research, outreach, and negotiation.

**SKILLS LEARNT:** Customer Acquisition, Sales, Presentation, Tracking, Client Relations, Staff Augmentation, Data Extraction, Research, Negotiation, Strategy Development

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## INTERNSHIP EXPERIENCE

JUNE 2023 TO NOV 2023

### TECHDIGI SOFTWARE PVT LTD

#### DIGITAL MARKETER INTERN

Oversee the company's Digital Marketing strategies, managed day-to-day admin operations and runned various promotional campaigns.

**SKILLS LEARNT:** Presentation Skills, Creative Thinking, Time Management, Convincing, Google Adwords, Google Analytics, Content Creation, Canva

### COLLEGETIPS

#### MARKETING INTERN

AUG 2023 TO SEP 2023

Learnt about Social Media Marketing, Content Writing, Video making and Editing, Campaign idea research, Market Research

**SKILLS LEARNT:** Market Research, Integrity, Video Editing/making,

### SHOPPERS STOP

#### Marketing Intern

JAN 2023 TO FEB 2023

Gained knowledge about audience needs, trends, and customer relations. Raising PO and Tax INVOICE.

**SKILLS LEARNT:** Teamwork, Interpersonal Skills, Communication, Problem-Solving

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## CERTIFICATIONS

- Business Analytics Bplan Champion by **Make Intern & IIM CALCUTTA**
- Certification in Marketing Foundation, ChatGpt for Marketing, Marketing Analytics, Project Management, Decision Making in Management by **Great Learning Academy**
- Training Program on Mutual Fund Investment by **National Institute on Security Management**
- Risk Management in the Financial Sector by **TCS ION**

## EXTRACURRICULAR ACTIVITIES

- Runner up in Post Budget Analysis competition [2023]
- Secured a rank as Brilliant Mind under MEDHAVI CHATRA YOJNA by MP Govt [2019]
- Secured a 1st rank in the block in Essay writing & rangoli competition.
- Worked as Student Coordinator in many Inter college events [2023]
- Participated in Football training summer camp by the Sports and Youth Welfare department.