**Jay Agrawal**

## Software Engineer (IT)

## MBA (Marketing)

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# Career objective

* To achieve an opportunity in such a reputed organization where I can enhance and utilize my challenging and hardworking capabilities and that can provide me a gate for learning and careerdevelopment.

**Summary**

* Knowledge in **Marketing Area, Google Analytics, Digital Marketing** and **Social Media Marketing**.
* Experience as a Freelancer in **Mobile application based (Android).**

**Work Experience**

**CUSTOMER SUCCESS MANAGER**

**Tatvic Analytics Pvt. Ltd. (09/19 – 01/20 )**

* Build business roadmap involving GA tracking for clients which include designing the tracking framework such as events schema etc.
* Envision new custom solutions to bridge the gap which Google Products are not able to cater to individual organizations.
* Be a core part of Client Relationship Building; Meet clients to build and sustain relationships.
* Take regular feedback from the client on products, services, and performance and take care of all Client Communication.
* Upsell to all clients so they move from data collection to data analysis.
* Provide training to clients on the product.
* Understanding the client’s problem statements and helping them with a solution using appropriate resources and the products available on the stack.

**Business Development Executive**

Sapphire Software Solutions (01/20 – Present)

Product Sale:-

* Responsible for increasing sales of Vidyalaya school management software.
* Responsible for developing a new territories and network and utilizing that network to bring in new business referrals on a regular basis.
* Consistently achieve quarterly sales goals
* Cold calling
* Researched and identified market prospects and targets.
* Maintaining a pipeline of all sales administration using CRM software
* Cold calling; making multiple outbound calls to potential clients; closing sales and working with the client through the closing process
* Building business relationships with current and potential clients

Service Sale:-

* Freelancer Portal to target the projects.
* Hubspot CRM management.
* B2B activity(Linkedin activity, Job portal activity, Email marketing)
* Upwork Portal to target the project and generate the lead.

# Qualification

|  |  |  |  |
| --- | --- | --- | --- |
| **Examination** | **Board/University** | **Year** | **Percentage (%)** |
| Master in Business Administration | SLIBM | 2017 – 2019 | 7.24 |
| Bachelor of Technology (IT) | LDRP-ITR | 2012 - 2016 | 6.35(CGPA) |
| H.S.C. | Gujarat Board, India | 2010 – 2012 | 68.46% |
| S.S.C. | Gujarat Board, India | 2010 | 77.54% |

**Project -1**

**(Sep 2017- Nov 2017) Company: - Australian Diamond company**

**Responsibility: -**

* Increasing Traffic on website to attract more customers.
* **Email Marketing** and **Facebook Marketing** for Australian DiamondCompany.
* Decrease the bounce rate on website
* Use of **Google Analytics 360** analysis the Target area of the company.
* Provide the best business solution as per Data analysis.

**Description: -**

* This project was to know target customer of the companywebsite as per the Google analytics.
* I was using google analytics to know how long customer stays on the page and which page they usually search more.
* Increasing the traffic of people on the website.
* Increasing the visibility of Australian Diamond company on Facebook.
* Also sending the Emails to the prospect customers as per their requirements.
* Providing day to day solution as per their requirements.

**Project- 2 (Summer Internship)**

**(June 2018 – August 2018) Company: - XMX Solution**

**“Perception of organization towards Hr software and research on future**

**Market for Hr Software for in Hr industry.”**

**Responsibility: -**

* To generate Sales Leads and Identify Opportunities fromthe self-initiated strategies/ go to marketapproach.
* Account Mapping & Relationship building with key contacts of the Customer account.
* Perceptual Mapping.
* Track and review Customer Account for furtheropportunities.
* PerceptionAnalysis.
* Target the Domestic as well as international clients.

**Description: -**

* In this project to know perception about Hr software.
* What they think about digitization process in their industries.
* To know the possible requirement of hr software in certain industry. Marketing of the Hr software of XMX solution.
* Demonstrate the product in front of client.
* Provide market research of that product.

**Project – 3**

**(April 2015 – June 2015) “Online Bus Ticket Booking Service App”**

**Responsibility: -**

* Development of database forapp.
* Graphics and Animation forApp.

**Description: -**

* Online Bus Ticket Booking Service App handles operation in North and West India.
* This App provides Ticket booking of AC and Non-AC Buses.
* App provides Service between big cities of North and West India.
* This App Supports Android and IOS both Operating system.

**Skills**

* Creative and always curious to learn newthings.
* Hard working and strongly believe inperfection.
* Good management and leadershipskills.

## Achievements and Awards

* Awarder of Certificate from Cybercure Technologies forInformation Security & CyberForensic”.
* Awarded for Best Management in Tech Event handling inLDRP-ITR.

## Area of Interest

* I like to play Badminton.
* I like to interact with people.
* I like to explorenew places.
* I like to motivatepeople.

## PERSONAL DETAILS

* **Date of Birth:**7th Sep,1995
* **Languages:** English, Hindi,Gujarati
* **Permanent Address:** 48, Kailashdham Society Ambicanagar odhav Ahmedbad-382415
* **Current Address:** 48, Kailashdham Society Ambicanagar odhav Ahmedabad- 382415
* **Gender:**Male
* **Marital Status:**Unmarried

# Declaration

* I hereby declare that above mentioned information is true to the best of my knowledge.

**Jay Agrawal**