**PALASH JAIN**

**Address:** B-3, Jivan Park Society, Near Samratnagar, Isanpur, Ahmedabad, Gujarat – 382443

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**OBJECTIVE**

To succeed in a challenging environment with a progressive company which offers a platform and attractive prospects for long term personnel development, company growth and career advancement.

**PROFESSIONAL SUMMARY**

* Having an experience in Business Development for IT product & service based industry both with expertise in ecommerce deliverables as well.
* Researching organizations and individuals online (especially on social media) to identify new leads and potential new markets.
* Good experience in Lead generation via cold calling, Email campaigning, Data extraction, LinkedIn lead generation and other social media platforms.
* Lead generation experience through bidding portals like Upwork, Freelancer, Guru, PPH
* Wide experience in communicating with clients both domestic as well as international clients majorly from USA, UK, Australia, NZ and UAE.
* Identify client’s need and gather the requirement to prepare the Functional Requirement Specification document.
* Building a strong pipeline for the future prospect and references on CRM.
* Having end to end experience of client retention & new conversions with products/service offerings to increase revenue for achieving the targets.
* Knowledge of various web and mobile technologies to initiate the client requirement.
* Maintain sales pipeline, Customize emails to schedule second level offshore meeting with Business Manager.

**EDUCATIONAL QUALIFICATION**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Qualification** | **University/Institute/Board** | **Principal Subject** | **Result** | **Year of Passing** |
| MBA | International Institute of Business Studies,  University of Mysore | Marketing | 60.00% | 2015 |
| PGPBM | International Institute of Business Studies | Retail Management | 69.5% | 2014 |
| B.E. | Gandhinagar Institute of Technology, GTU | Information Technology | 6.26 CGPA | 2013 |
| Intermediate | GSHSEB(Gujarat) | PCM | 64.40% | 2009 |
| S.S.C | GSEB(Gujarat) | --- | 74.31% | 2007 |

**PROJECT/SUMMER TRAINING**

**“Role of social media marketing with reference to consumer buying behavior”**

This study was about how the different type of advertisements effect on the mind of consumer through the social media. Social media marketing refers to the process of gaining website traffic or attention through social media sites. Through this project I came to know about the main trend of Social media marketing in India, the scope of it, The future and will undergo a research to follow the customer perception about Social media for Brand Management.

**Worked as a Business Development Intern at Add-on Web Solutions, Ahmedabad**

Duration: 25th August 2014 to 8th November 2014

My role was there to follow-up the client enquiry, cold calling to the clients and fix the meeting with the clients to reach their requirements for the further business together.

**EXPERIENCE:**

1. **Freelance Business Consultant**

**Period:** 1.7 Year

**Job Duration:** January 2019 – July 2020

**Job Role:**

* Identifying, qualifying, and securing business opportunities through using bidding portals like Upwork, Freelancer, Guru, PPH and SMM (LinkedIn, Twitter, Facebook)
* Connect with the clients and start to understand their needs.
* Creating informative presentations and delivering information to potential clients.
* Prepare functional requirement specification document.
* Crafting business proposals and contracts.
* Negotiating with clients to close the sale with pleasant amount.
* Allotment of the project to the individual person or a team.
* Monitoring a timeline of the project and deliver it within a appropriate time frame.

1. **Company: Capermint Technologies Pvt. Ltd., Ahmedabad**

**Period:** 6 Months

**Job Duration:** July 2018 – December 2018

**Designation:** Business Development Executive

**Job Role:**

* Identify strong potential prospects using initiative and creativity, to generate inbound and outbound lead opportunities.
* Lead generation through bidding portals like Upwork, Guru, PPH.
* Use social media platform like LinkedIn, Facebook, Twitter for generating a lead.
* Understanding client needs and offering solutions and support, answering potential client questions and follow-up call questions, responding to client RFPs.
* Gather initial requirements, suggest the best solution and prepare FRS document.
* Work closely with technical team, BA and send business proposal to the client.
* Negotiating with clients to secure the most attractive prices.
* Building business relationships with current and potential clients
* Follow up with leads who have been contacted in the past.
* Finding new business prospects through email marketing and cold calling.
* Creating and maintaining a list/database of prospect clients, maintaining a database of prospective client information.
* Maintaining a pipeline of all sales administration using Pipedrive CRM system.
* Send daily reports to the business manager, and attend monthly meeting regarding future targets and past achievements.

1. **Company: Brainvire InfoTech Pvt. Ltd., Ahmedabad**

**Period:** 1.10 Year

**Job Duration:** September 2016 – June 2018

**Designation:** Internet Researcher – Business Development, Lead Generation

**Job Role:**

* Data extraction for lead generation from various industries like retail, finance, real estate, education, logistics and many more.
* Lead generation using social media marketing tools like LinkedIn, Twitter and other digital portals.
* Meet personal targets and work towards leads for company's goals and profitability.
* Do email campaigns and cold calling to offer the suitable services and products to the particular business.
* Conduct initial qualification of leads based on brief phone/skype/GoToMeeting discussion.
* Maintain well organised, up-to-date information and activity reports in CRM system.
* Follow up with the potential leads who have been interested.
* Discuss initial requirements with the client and transfer it to senior manager.
* Keep tracking on international corporate exhibitions & events to set appointments for senior management with prospective clients.
* Relationship building with potential clients.

1. **Company: The Techdroid, Bangalore**

**Period**: 1 Year

**Job Duration:** August 2015 –August 2016

**Designation:** Trainee - Business Development Executive

**Job Role:**

* Identify the needs of potential customers while linking with the client over the call and email.
* Provide web hosting to the client to park their domain.
* Cold calling and email campaign to offer web hosting service to the domain holder.
* Build a pipeline for potential leads and follow-up on the schedule basis.
* Set benchmarks during the communication and negotiate with the client to close the deal.

**SKILLS & INTEREST**

* Leadership
* Analytical Problem Solving
* Good Communication
* Cook Delicious Food
* Handling Events
* Willingness to know and learn new things

**PERSONAL PROFILE:**

Date of Birth : 02/07/1992

Permanent Address : B/3, Jivan Park Society,

Near Samrat Nagar,

Isanpur, Ahmedabad – 382443

Gujarat

Gender : Male

Nationality : Indian

Marital Status : Single

Languages known

Can Write : English, Hindi, Gujarati

Can Speak : English, Hindi, Gujarati

**DECLARATION:**

All the information mentioned above are correct to the best of my knowledge. References and required documents will be available on request.

Place: Ahmedabad (Signature)