



VIKAS BHATI

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Objective

A budding professional, Pursuing MBA in Marketing & HR, with nearly 4 years of entrepreneurial experience Keen interest in the areas of Marketing and Business Development with skills in driving sales, developing business and amplifying business margin Exposure in developing new business and managing sales cycles, generating leads and closing deals while developing strong client relationships Capable of developing and maintaining "value added" working relationships with both internal and external stakeholders, including other Business Development Team members in order to ensure effective, efficient, and integrated implementation of business development strategies Customer-centric professional with skills in providing consultative approach and defining effective solutions to the customer needs, with an aim to improve customer satisfaction, repeat & referral business

Experience

- **Justdial ltd.** 19/11/2017 - 03/07/2019
Sales executive
- **PHONEPE PVT LTD.** 02/05/2022 -
SENIOR KEY ACCOUNT EXECUTIVE
Key Account Executive
Description
Merchant Acquisition: Key Account Executive (KAE) is expected to on board new merchants in the geography allocated to the incumbent.
Since payments are agnostic to the category of business, the spectrum of merchants that can be on boarded is vast. The KAE must use her/his acumen and understanding of Indian retail ecosystem to come up with holistic solutions for the key accounts.
Account Management: On boarding merchants on the platform is the first stage of a long-term relationship between PhonePe and the account. The strength of these relationships, combined with our technology-based solutions, will eventually determine the success in each market when the revenue numbers will be evaluated. The KAE's task is to develop such deep understanding and hold over each account that any competitor finds it an uphill task to even enter the account.
Map Competition: To be able to take timely action, it is imperative that we monitor market and be informed of competition's activity in key accounts. This will ensure that appropriate response strategies are being formulated and implemented. The KAE must keep a close watch on competition, share best practices internally and ensure that PhonePe always stays one step ahead in the market.

Education

- **SGVU UNIVERSITY** 2023
PURSUING MBA IN SALES AND MARKETING
- **IP UNIVERSITY** 2013-2016
BBA
61%
- **Plato public school** 2012
12th Class
59.5%
- **Plato public school** 2010
10th class
58.5%

Achievements & Awards

- 4TH highest EDC client acquisition for the 3rd QUARTER at PHONEPE.

Languages

- ENGLISH, HINDI

Skills

- MicrosoftWindows, •MS Office(Excel, Word, PowerPoint)