

BUSINESS DEVELOPMENT & MARKETING EXECUTIVE

PROFILE SUMMARY

Dynamic and results-oriented Business Development & Marketing Executive with a **proven record of delivering strategic growth** across industries, including automotive, cybersecurity, hospitality, and manufacturing. Demonstrates expertise in **client relationship management, market analysis, campaign execution, sales strategy, and stakeholder engagement**.

Adept at identifying new market opportunities, negotiating high-value deals, and executing data-driven strategies to increase customer acquisition and retention. Holds an **MBA in Digital Marketing** and brings **strong CRM/ERP capabilities**, cross-functional collaboration, and **multilingual fluency** to drive revenue and brand success in competitive environments.

CORE COMPETENCIES

- Strategic Business Development
- B2B & B2C Sales Execution
- Digital Media Marketing
- Social Media Marketing
- ERP Systems
- Market & Competitor Analysis
- Contract Negotiation
- Deal Closure
- Customer Relationship Management
- Data-Driven Decision Making
- Lead Generation & Conversion
- Project Management
- Stakeholder Management
- Brand Engagement
- Growth Strategies
- Brand Awareness
- Event Management
- Campaign Planning
- Client Retention Strategies
- Cross-Functional Collaboration
- Team Leadership
- Salesforce & CRM Tools
- Decision-making
- Communication Skills

PROFESSIONAL WORK EXPERIENCE

**BUSINESS DEVELOPMENT EXECUTIVE** | Jaguar Land Rover – The AA, Birmingham, UK Jun. 2023 – Mar. 2025

Key Deliverables:

- Client Relationship Management:** Cultivated strong client rapport, resolving concerns to ensure retention and satisfaction across **1,500+** customers.
- Customer Experience Optimization:** Delivered a **95%** satisfaction score by managing performance, maintenance, and service inquiries efficiently.
- Issue Resolution & Loyalty Building:** Achieved **80%** first-contact resolution, enhancing loyalty and reducing escalation rates by **30%**.
- Revenue Growth:** Upsold premium services and accessories, increasing after-sales revenue by **15%**.
- CRM & Data Integrity:** Maintained and analyzed a database of **5,000+** customer records to generate insights and personalize service.
- Sales Support:** Facilitated seamless customer journeys through effective handling of inquiries, returns, and product guidance.

**KEY ACCOUNT MANAGER – SALES** | NexGen Cyber Solutions, Birmingham, UK (Part-time) Sept. 2023 – Mar. 2025

Key Deliverables:

- Data-Driven Strategy:** Conducted market research and developed reports that boosted operational efficiency by **20%**.
- Cross-Departmental Collaboration:** Worked with product and marketing teams to enhance services, resulting in a **15%** rise in engagement.
- Project & Stakeholder Management:** Developed business proposals and negotiated contracts worth up to **£500K**.
- Marketing Strategy Execution:** Co-led digital campaigns that drove a **40%** increase in inbound leads.
- Client Solutions & Negotiation:** Delivered tailored cybersecurity offerings and secured high-value deals with favorable terms.
- Technical Solution Alignment:** Coordinated with tech teams to customize services, reducing onboarding issues and increasing satisfaction.
- Client Relationship Management:** Built and maintained strong, long-term client relationships as the primary point of contact, developing a deep understanding of their business models and cybersecurity needs.
- Revenue Generation:** Identified and closed new business opportunities within existing accounts through effective upselling and cross-selling of cybersecurity solutions such as threat detection, endpoint protection, and firewalls, consistently meeting or exceeding sales targets and KPIs.
- Solution Selling:** Delivered persuasive product demonstrations and sales presentations, collaborating with technical teams to tailor cybersecurity solutions that addressed client-specific challenges.
- Strategic Planning:** Created and executed strategic account plans to drive growth and retention, continuously monitoring market trends and competitor offerings to adapt strategies and accurately forecast revenue and performance.
- Cross-Functional Collaboration:** Collaborated with marketing, pre-sales, customer success, and product teams to ensure smooth onboarding, efficient post-sales support, and actionable client feedback for product improvement.

- **Contract Negotiation & Renewal Management:** Negotiated pricing, terms, and contracts with clients while proactively managing renewals to ensure continuity, satisfaction, and long-term value for both the client and organization.

OPERATIONS SUPERVISOR – Hospitality & Restaurant Management | Asha’s Bar & Restaurant, Birmingham, UK

Oct. 2022 – Jul. 2023

Key Deliverables:

- **Operational Leadership:** Oversaw daily operations and a **30+** person team, improving productivity and cutting disruptions by **25%**.
- **Customer Service Excellence:** Maintained service standards, achieving **90%+** guest satisfaction during high-volume shifts.
- **Compliance & Quality Assurance:** Enforced hygiene and safety regulations; reduced waste by **20%** through inventory control.
- **Cost Optimization:** Streamlined procurement processes, saving **15%** in operational costs.
- **Event & Campaign Coordination:** Planned **20+** successful events and promotions, increasing traffic and brand loyalty.

MARKETING EXECUTIVE | Shuaiba Industrial Company, JAFZA, Dubai, UAE

Nov. 2018 – Jul. 2019

Key Deliverables:

- **Client-Centric Product Alignment:** Conducted quality checks to meet client specs, decreasing order errors by **20%**.
- **Sales Documentation & Workflow:** Generated **50+** commercial documents, improving process efficiency.
- **Digital Campaign Management:** Executed social media campaigns that enhanced brand engagement by **30%**.
- **Customer Retention:** Strengthened B2B relationships, increasing repeat business by **20%**.

EDUCATION

- **MBA in Business Administration (Digital Marketing)** | University of Sunderland, UK | 2023
- **Bachelor of Business Administration (BBA)** | Saifia Arts and Commerce College, Bhopal, India | 2018

TECHNICAL SKILLS

- Microsoft Office Suite (Excel, Word, PowerPoint, Outlook)
- CRM & ERP Tools
- Social Media Campaign Tools
- Data Analytics & Reporting

PERSONAL DOSSIER

- **Nationality:** Indian
- **Languages Known:** English, Hindi, Urdu
- **Driving License:** Valid UK Driving License