

**Baijayanti Das Singh**

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**Career Objective**

Sales professional with 4+ years' experience in lead generation and lead qualification, experience in B2B/SaaS/IT-software US Market with proven customer service, and communication skills to effectively fill the Sales Associate role in your company. Seeking a challenging and dynamic position with a growing firm to add some value for the better growth and profit of the organization along with developing my knowledge and selling skills.

**Work Experience**

**Company Name: PairBytes Software Pvt Ltd April-2023 –till now**

- Spearhead the development and execution of the company's business growth strategy, resulting in a 10% increase in annual revenue over 1 year.
- Identify and cultivate new business opportunities by researching market trends, analyzing competitors, and conducting client needs assessments.
- Collaborate with the sales team to create tailored solutions for clients, leading to a 20% increase in the conversion rate of leads to sales.
- Manage a team of 5 Business Development Representatives, providing guidance, training, and performance evaluations to ensure targets are met.
- Foster and maintain strong relationships with key clients and industry partners, resulting in repeat business and referrals.

**Freelancing Work:**

- Due to the family issues I do Freelancing from June-2022 to March-2023
- Freelancing works include – SEO, SMO, PPC, Web design and development

**Company Name: Aarav InfoTech INDIA PVT LTD – Nov 2020- May -2022**

**Designation:** Business development Manager (BDE)

**Key Responsibilities**

- Achieve Corporate customer acquisition in the defined vertical or named accounts
- Achieving Revenue and Collection targets from the set of corporate accounts as per AOP
- To act as a bridge between the organization and the client
- To nurture / develop a relationship between the client and the organization for mutual benefit
- Self archiving target.
- Dealing with domestic and international clients.(mostly work in US-shifts)
- Meeting Targets as per the productivity norms set by Head Sales.

- Relationship Development Building with the assigned Corporate.
- Be the brand ambassador of the organization in the industry.
- Understand the business, market needs and the competitive environment of the client.
- Help build the relationship with the customer by helping the customer get the best customized solutions/he can get

- **ALGOPAGE.COM-** Aug 2019 – oct 2020

Business development manager Communicate with oversee Client by call, email, convert lead to potential client

- 1) Cold email reach-outs or cold calling
- 2) Customer retention & cross-sell
- 3) internal process follow ups
- 4) Expansion and extension of portfolio
- 5) Optimization and revenue generation

**HEXAGEN TECHNOLOGY-** Mar 2019 – Jul 2019

Business development manager Cold calling, Manual email send

### Achievements

- I have been awarded in highest target achievement employee as the “star performer”.
- I was the top sales person for the continue 6 months.
- I was handling a whole team by myself

### Academic Details

| QUALIFICATION    | BOARD/UNIVERSITY | INSTITUTION                           | YEAR OF PASSING | % OR CGPA |
|------------------|------------------|---------------------------------------|-----------------|-----------|
| B.TECH           | BPUT,ORISSA      | GITA ,Bhubaneswar, Orissa             | 2017            | 7.40 CGPA |
| 12 <sup>th</sup> | CHSE             | N.S.M. city college, Cuttuck , Orissa | 2013            | 52 %      |
| 10 <sup>th</sup> | BSE              | O.G.P.C. High School                  | 2011            | 78.5 %    |

### Key Skills

- Business Development Strategy
- Market Analysis and Research
- Sales and Marketing Collaboration
- Team Leadership and Management
- Client Relationship Management
- Negotiation and Closing
- CRM Systems (e.g., Salesforce)
- Data Analysis
- Excellent Communication and Presentation Skills

### Extra Curricular Activities

- Was the member of Student committee in college and responsible for organizing event and other activities.
- Winner of dancing competition during school time

### Hobbies

- Internet surfing
- Listening Music.
- Watching Movies.

### Personal Details

**Date of birth:** 28-02-1996

**Languages known:** English, Hindi, and odia.

**Address:** Bhubaneshwar, India.