

# ASWINI A

BUSINESS DEVELOPMENT MANAGER | MARKETING & RECRUITMENT HEAD

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## Professional Summary

Focused Business Development Manager with 5 years work tenure and exemplary planning and implementation capabilities. Highly experienced in International business development with an in-depth understanding of client requirements gathering and market categorization. Certified in Digital Marketing and Product Marketing with hands-on experience in strategy planning, Product marketing and growth Analysis.

## Skills

- Domestic & International Business Development
- Marketing Strategy development
- Client Coordination
- Business development strategy
- Marketing plan development
- Negotiation & Persuasion
- Technical Recruitment
- Brand Marketing
- Technical Recruitment
- Quotation & Proposal Documentation
- Contract Agreement Documentation
- Client Management
- Project Management
- Digital Marketing Training
- Branding & Promotional Planning
- Product Marketing & Research

## Work History

### BUSINESS DEVELOPMENT MANAGER | MARKETING & RECRUITMENT HEAD,

08/2020 - Current

**iCore Pioneer Business Solution Pvt Ltd** , THIRUVANANTHAPURAM, IN

- Research and identify new business opportunities - including new markets, growth areas, trends, customers, partnerships of products and services.
- Researching business opportunities and viable income streams
- Writing business proposals, contract agreements, bidding documents.
- Develop promotional and marketing strategy and activities with the marketing department
- Train and guide the Digital Marketing team of 5 member
- Guide the creative designer in concept development, video editing and design trends
- Developed a new area of International Staff Augmentation based on market research and strategy planning.
- Draw up client contracts for staff augmentation, requirement gathering, analysis and identifying the contract candidates.
- Involved in finding Candidates for Full time Contract, Contract to Hire Model and Hourly consultant Model.
- Managed and trained the recruitment team in fetching the candidate database.
- Managing and retaining relationships with existing clients, contractors and consultants.
- Involved in product market analysis and International Sales development.

- Negotiating with clients and contract candidates based on company standards.
- Prepared a variety of different written communications, reports and documents to ensure smooth operations.
- Actively listened to customers, handled concerns quickly and escalated major issues to supervisor.
- Managed technical and marketing employees, overseeing hiring, training, and professional growth of employees.
- Worked closely with CEO to maintain optimum levels of communication to effectively and efficiently complete projects.
- Participated in continuous improvement by generating suggestions, engaging in problem-solving activities to support teamwork.
- Liaising with other professionals in the company and in other companies, including account managers

### **BUSINESS DEVELOPMENT MANAGER | CLIENT MANAGER**

06/2019 - 08/2020

**Digikit**, Bangalore, Karnataka

- Generating Leads from Freelance portals;  
Upwork  
People Per Hour  
Guru  
Freelancer
- Detail-oriented Business Development Manager who skillfully applies knowledge of business processes in an effort to produce time-saving and money-saving results.
- Adept at using MS Office applications to manage data. Knowledge of various CRM systems like Microsoft Dynamics CRM & Sales force.
- Good communicator & motivator.
- Maintain consistent documentation of all sales activity, contacts and leads in CRM
- Promote the company's products/services addressing or predicting clients' objectives
- Excellent Team Player and always ready to grasp new technologies as required for project development.
- Creative Design using Photoshop and Illustrator
- Social Media Strategy Making
- Creative Content Writing, Post copy Writing
- Website and Blog Content Writing
- Guide 3rd party agencies in developing videos, product lifestyle images for products of major and strategic marketing classifications.
- Involved in design conceptualization and marketing trend analysis
- Managed Digital Marketing Team and Clients

### **BUSINESS ANALYST | BUSINESS DEVELOPMENT EXECUTIVE | PRODUCT MARKETING**

06/2016 - 05/2019

**Prayan Infotech Pvt Ltd**, THIRUVANANTHAPURAM, IN

- Generate new revenue through cold calling, networking, client presentations, lead development programs, and digital marketing
- Generating and Closing Leads Through Freelance Portals
- Led projects and analyzed data to identify opportunities for improvement.

- Actively listen to customers' requests, confirming full understanding before addressing concerns.
- Experience launching new products from start to finish with proven success preferred
- Developed financial metrics and exceptional analytical skills, with an ability to use data to inform marketing or product strategy
- Work with various teams (design, content, acquisition, product, sales) to implement strategies
- Develop product marketing strategies (pricing, advertising, product launching)
- Craft compelling messages across marketing channels (landing pages, ad campaigns)
- Create a variety of long and short videos for product launches and internal communication of key initiatives
- Guide 3rd party agencies in developing videos, product lifestyle images for products of major and strategic marketing classifications.

## Education

**Bachelors:** Computer Science  
**Srinivas School of Engineering** - Mangalore, 06/2016

## Certifications

- **Fundamentals of digital marketing : Google certified**
- **Product Marketing : Certified from Coursera**
- **Social Media Certified : Inbound Social Media Strategy by Hubspot**

## Personality

- Energetic and comfortable in a highly changing environment
- Willingness to learn fast, challenge others and be coached
- Ability to Multi Task and work independently and as a team
- Strong Verbal and Written Communication

## References

Available on Request