


NIHARIKA SINHA

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OBJECTIVE

Proactive professional seeking a position as a business analyst in a setting where I can demonstrate the effective use of my data analysis, project management, and analytical skills.

EXPERIENCE

Nov'22 -
Till Date

- **Demand Generation - Pan India**
eDAS
 - Owning the whole BD process, from lead generation through closing.
 - To comprehend demands and expectations of the B2B business clients.
 - Demonstrating the solutions with the assistance of the team, as well as how our solutions would benefit our clients.
 - I close out marketing leads & obtain leads via going to summits and events

April'22 -
Oct'22

- **Sr. BDE - Pan India, UK, UAE**
Prixim Infowares UK Limited
 - Communicated directly with Customers and Partners to build B2B business networks and relationships
 - Performed client research and identified opportunities for market expansion
 - Collaborated with market departments to support project rollout

Nov'20 -
Dec'21

- **Sr. BDE - Pan India**
Motilal Oswal Financial Services Limited
 - Coordinated Innovative Strategies to accomplish marketing objectives and boost long term profitability.
 - Focused on acquiring and retaining new customers through the management of all online and offline marketing programs.
 - Provide market forecast, reports and trends of B2C clients.

EDUCATION

2020

- **PGDBM**
Bharati Vidyapeeth Institute of Management and Research

2018

- **B.com**
Mumbai University

TECHNICAL SKILLS

- Demand Generation Strategy
- Sales Presentation
- Negotiation

- Industry Trends Awareness

SOFT SKILLS

- Critical Thinking
- Problem Solving
- Business Communication

LANGUAGES

- English
- Hindi
- Gujarati

ACHIEVEMENTS & AWARDS

- As a member of the media, I attended Money Expo, India's Largest Money Conference & Expo, in 2022

PROJECTS

- **Management Trainee (RIL)**
 - Analysis of fixed costs in the polymer sector of the petrochemical industry
 - The data visualisation module was created using graphs
 - Conducted a production analysis and demand projection