

# DIVYA MAHESHWARI

## Contact Details

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## Skill Highlights

- Decision Making
- Team Lead
- Lead Generation
- Sales Expertise
- Research and Strategic Skills
- Business Writing Skills
- Technical Skills
- Negotiation Skills
- Organizational Skills
- Goal Based Approach

## Tools

- ZOHO
- Trello

## Certifications

Insurance Sector for Future  
Generally, 2017

The fundamental of digital  
marketing for Google Digital  
Garage, 2020

## Education

B.Sc (Computer Science)  
Vikarm University,Ujjain  
2012-2015

## Summary

Dedicated Senior Business Development Executive with 4+ years of experience, successful in prospect targeting. Knowledgeable in online portals like Upwork, PPH, Guru, Freelancer, etc. as well as on social media platforms. Capable to adapt company technology expertise. Experience in handling sales team. Expert in training. Good time management skills combined with superior knowledge of customer service.

## Experience

### VMJ Software Pvt. Ltd., Ahmedabad

**Sr. Business Development Executive** Jan'22 – Present  
**Business Development Executive** April'21 – Dec'2021

Responsibility as an Individual Contributor:

- Work on Online Portal like PPH & Upwork as well as on social media platforms.
- Develop new proposals with flowcharts, contracts, procedures to draw in more clients and streamline work operations.
- Maintain records in Excel CRM Sheet to meet the requirements of the sales team.
- Project management using Trello and ZOHO, discussions with developers about the task, and maintain the balance between client and developer.
- Translate customer needs into solution requirements using powerful value propositions.
- Negotiate and close long-term agreements with new clients.
- Volunteer to help people with their issues on public forums like Slack, Reddit, Quora & Meetup .

Responsibility as a Senior:

- Teach lead generation methods to team and assist them with proposal writing.
- Assist team in the technology model from scratch to development.
- Provide guidance to team if they face any trouble while communicating with clients, drafting proposals, or providing recommendations to clients.
- Lead regular team meetings to keep the sales team motivated with the tips, techniques, and relevant information.
- Monitor sales team performance and provide constructive feedback on a weekly basis.
- Lead sales team to exceed monthly sales target.

### Notion Infosoft Pvt. Ltd., Ahmedabad

**Sr. Business Development Executive** July'20 – Jan'21

- Developed and executed strategic initiatives to implement key changes and improvements in business development and sales programs.
- Performed research to uncover potential target areas, markets and industries.
- Coordinated innovative strategies to accomplish objectives and boost long-term profitability.
- Closed new business and developed negotiating strategies.
- Collected data and performed customer needs analysis.

## Personal Details

Date of Birth: 23<sup>rd</sup> July'1995

### **SASA InfoTech Pvt. Ltd., Ahmedabad**

#### **Business Development Executive**

*Dec'19 – Mar'20*

- Collaborated with sales and marketing departments to support business objectives and client acquisition.
- Completed and submitted monthly lead reports to support executive decision-making.
- Developed short-term and long-term sales objectives and strategic plans to meet market needs.
- Identified investment opportunities, threats, and challenges to accurately forecast the company budget.
- Created strategic and tactical sales initiatives for forward planning to meet key objectives.
- Developed comparison tables of products and services by researching product pricing, ratings, and performance.
- Maintained updated records in CRM to meet the requirements of the sales team.

### **Covetus Technologies Pvt. Ltd., Indore**

#### **Business Development Executive**

*Apr'19 – Dec'20*

- Experience in online bidding on various portals like Freelance, Upwork, Guru, PPH etc.
- Approached new clients on LinkedIn, Facebook, Gmail, etc.
- Found contact info of buyers/ influencers/ Approvers by hook or crook
- Generated new business leads for Web design, graphic design, web development & mobile application.
- Planning and overseeing new marketing initiatives.
- Analyzing the requirements.
- Prospect for potential new clients and turn this into increased business.
- Identified potential clients for my organization.

### **Technorizen Software Solution Pvt. Ltd., Indore**

#### **Business Development Executive**

*Jun'18 – Mar'19*

#### **Business Development Trainee**

*Mar'18 – May'18*

- Developed skills, and research.
- Generated business from online bidding.
- Worked on online portals like freelancer, and Guru.
- Identified new sales lead.
- Identified the prospective clients.

## Accomplishments

Personally achieved the goal set for the entire sales team (December 2021) and received a performance reward from VMJ. Included in the **Management Team** to discuss the company's growth, employee satisfaction factors, impending hiring, and salary management process.