

Apratim Kashyap

Pre-Sales & Market Research Analyst

PROFILE SUMMARY

I have overall 2.8 years of experience. I am responsible for market research and Business Target achievement for NA and EMEA. Also, responsible for managing overall business for which involves business development, sales, relationship management, operational and training support, research identifying new business opportunities and meeting overall target. My role involves me to help the company in strategic planning to increase the overall profitability of organization.

ADDITIONAL SKILLS

- Microsoft Office
- Advance Excel
- Marketing Communication
- Proposal Development
- Presentation Skills
- Leadership
- CRM – ZOHO and Active Campaign
- Apollo.io
- Market Research
- Competitive Analysis
- Survey Design
- Data Analysis
- High level knowledge of Power BI
- Data Analytics using Excel
- Dashboard

CONTACT INFO

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- Email: apratimkashyap17@gmail.com

ACHIEVEMENTS

- Won Star of the Quarter award for best performing Employee –November 2019
- Successfully able met the target revenue of \$1Million in a year in Presales
- Successfully generated leads for US and Australia Market to bring revenue to the organization.

ACADEMIC BACKGROUND

- Mount Carmel Institute of Management
 - MBA in marketing and retail – 2018
- Noida Institute of management studies (NIMS)
 - BBA in marketing

WORK EXPERIENCES

Pre-sales & Market Research Analyst

Get My Parking- Feb 2021- Jan Till Date

- Proposal Development
- Working on RFI, RFQ and RFPs
- Market Research for US and Australia
- Lead Generation for US and Australia
- Deck Development
- Coordinating Marketing, Sales and Product Team for different strategies
- Preparing Case Studies
- Worked on reports using Power BI
- Working on **SaaS based application** in current role.

Pre-sales & Market Research Associate

Infiniti Research- Oct 2018- Jan 2021

- **Proposal Development-** Developing a good understanding of client's business challenges, objectives and information needs
- Write winning proposals (including RFIs/RFPs/RFQs) containing solution, solution architecture, case in points, and other components in alignment with defined/hidden requirements
- Market Research, Competitive Analysis, Data Analysis, Report building
- Create consultative presentations and be responsible for capability demos. Actively engage with clients during different stages of Sales Cycle
- Pitch to multiple POCs with account managers/directors and identify short- and long-term requirements. Explore additional requirements by pitching new cases/capabilities.
- Work with campaign team to continuously improve lead generation and lead qualification process. Help them identify best ways to pitch for engaging prospects
- Monitor competitors and understand their value propositions. Help sales and strategy team in knowing high impact differentiators and constantly upgrading their pitches
- **Deck development-** Making case studies, overview of our methodology type of research we conduct, depth and breadth across all industries vertical and client industry vertical, engagement model etc.