

Roshni Khan

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With a career spanning 7+ years in International Sales and Business Development, I've learned the value of an emphatic approach to truly understand customer needs. Looking for an opportunity in Sales, which allows me to grow professionally and at the same time, contribute to the strategic growth of the organization.

Core Strengths

- IT Business Analysis / Presales
- IT Business Operations
- IT Business Development
- IT Services Planning / Business Operations
- IT Consulting Sales – Offshore as well as Onshore

Specialties:

- Sales / Business Development
- Strong secondary research skills and expertise in using online databases / external research sources.
- Excel at Marketing Research and management of Market initiatives, Competitive Intelligence.
- Global Outsourcing Strategy & Execution, Vendor strategy, Vendor identification, evaluation and selection, Negotiations and contracting
- ROI Justification Outsourced Projects, Strategic Planning & Operations Management.

Professional Summary

- More than 6+ years of experience in IT Business Development / Sales and Marketing.
- Active involvement in Business Operations, Business Analysis / Project Coordination
- Hands on with lead generation for B2B industry
- Lead projects and initiatives w.r.t business operations & resource management.
- Proficient with Stakeholder Management - ability to drive negotiations, collaborate and coordinate with the matrixed teams
- Practical & academic knowledge of consumer behavior, marketing research, and marketing strategy.

Competencies/Skills:

- Adaptability – Maintaining effectiveness when experiencing major changes in work tasks or the work environment; adjusting effectively to work within new work structures, processes, requirements, or cultures.
- Building Strategic Work Relationships – Developing and using collaborative relationships to

facilitate the accomplishment of work goals.

- **Building Trust** – Interacting with others in a way that gives them confidence in one's intentions and those of the organization.
- **Communication** – Clearly conveying information and ideas to individuals or groups in a manner that engages the audience and helps them understand and retain the message.
- **Customer Focus** – Making customers and their needs a primary focus of one's actions; developing and sustaining productive customer relationships.
- **Decision Making** – Identifying and understanding issues, problems, and opportunities; comparing data from different sources to draw conclusions; using effective approaches for choosing a course of action or developing appropriate solutions; taking action that is consistent with available facts, constraints, and probable consequences.
- **Initiating Action** – Taking prompt action to accomplish objectives; taking action to achieve goals beyond what is required; being proactive; generating innovative solutions in work situations.
- **Work Ethics** – Setting high standards of performance for self and others; assuming responsibility and accountability for successfully completing assignments or tasks; self-imposing standards of excellence rather than having standards imposed.

Qualification-

- Bachelor of Engineering (B.E) in Information Technology from University of GTU, Ahmedabad, India in 2013 (secured 1st class with distinction)

Work Experience-

- **Client Success Specialist**
ZealousWeb Pvt Ltd and ZealousWeb Uk
December 2018 - Present
Ahmedabad, Gujarat

Responsibilities:

- Prospected for potential new clients and turned them into increased avenues of business. (B2B Industry)
- Developed relationships with senior decision makers (incl. CEOs, CFOs, CMOs, or VPs) by identifying market insights and client needs.
- Handling Multiple LinkedIn account for generating leads and closing deals
- Experience in International sales - European specially UK and US Geography
- Managed and maintained a structured analysis of target markets, clients, and documentation in the CRM system.
- Set up meetings between client decision makers and company's practice leaders.
- Closing deal along with co-coordinating with BA and Development team.
- Work with technical staff and other internal colleagues to meet customer needs.
- Working closely with CTO and involve in strategic decisions from Development to Marketing
- Managing Pre-Sales activities like SOW creation, Follow-up, prospecting and sales pipeline build-up.
- Coordinating with the development team and clearing their doubts.

- Actively managing existing client account by providing updates and cross selling services
- Hands on knowledge working with different Project Management tools and communication channels.

Work Experience-

- **Business Development Executive**
Peerbit
August 2018 - October 2018
Ahmedabad, Gujarat

Responsibilities:

- Generating new leads via Outbound Method
- Handling CEO's LinkedIn account
- Experience in International sales - European Union, Middle East USA(EST)
- Using knowledge of Market and compilation identify and develop project selling strategies
- Research and build relationship with clients
- Develop a thorough understanding of the company's people and capabilities.
- Set up meetings between client decision makers and company's practice leaders.
- Work with technical staff and other internal colleagues to meet customer needs.
- Working closely with the Sales Head and involved in strategic decisions.
- Managing Pre-Sales activities like SOW creation, Follow-up, prospecting and sales pipeline build-up.
- Coordinating with the development team and clearing their doubts.

Work Experience-

- **Business Development Executive**
SoluLab Inc Pvt. Ltd
April 2018 – August 2018
Ahmedabad, Gujarat

Responsibilities:

- Generating new leads via Outbound Method
- Handling CEO's LinkedIn account
- Execute marketing and Social media on Twitter, LinkedIn, Facebook campaigns. • Experience with Cold calling .
- Experience in International sales - European Union, Middle East USA(EST) • Using knowledge of Market and compilation identify and develop project selling strategies
- Research and build relationship with clients
- Develop a thorough understanding of the company's people and capabilities. • Set up meetings between client decision makers and company's practice leaders. • Submit weekly progress reports and report if data is not accurate in the company's CRM. • Work with technical staff and other internal colleagues to meet customer needs. • Working closely with

the Sales Head and involved in strategic decisions.

- Managing Pre-Sales activities like SOW creation, Follow-up, prospecting and sales pipeline build-up.
- Coordinating with the development team and clearing their doubts. • Customer Relationship Management

Work Experience-

- **Business Development Executive**
IndiaNIC Infotech Pvt Ltd
May 2016 – March 2018
Ahmedabad, Gujarat

Responsibilities:

- Bidding at freelancing Website for Mobile and Web Apps
- Handling direct leads (inbound leads) from Portal/Enquiry
- Gathering functional requirements of project
- Expertise to generate leads from lost lead or old client database
- Nurturing premium account for continuous business
- Daily follow-up with clients
- Managing the Pipeline
- Email, Skype and Telephonic communication
- Ensure proper knowledge transfer of pre-sales discussion to production team • Work with developer, project manager, resource manager and team leader and accomplished whole project start to finish as per client's requirements
- To satisfy the queries generated by the clients.
- Participate in pricing the solution/service.
- Responsible for new project (with existing client), extensions, CR and business opportunities
- Ensure that data is accurately entered & managed with company's ERP

Work Experience-

- **Business Development Executive**
NSquareIT Technology Pvt. Ltd
March 2014 – April 2016
Ahmedabad, Gujarat

Responsibilities:

- Generating new leads through different portals.
- Bidding at Elance, Upwork, PPH, Guru Website for Mobile and Web Apps • Gathering functional requirements of project.
- Sharing the requirement directly with Developers.
- Email, Skype and Telephonic communication
- Daily follow-up with clients
- To satisfy the queries generated by the clients.

- Working with different directories and submitting proposals.
- Participate in pricing the solution/service.
- Working closely with the CEO and presenting views over planning and strategies.

Internship

- Worked as Trainee Software Developer with Cypher Incorporated. Ltd., Gujarat as part of B.E (I.T) curriculum (1 year)

Project: Cypher Mail Server Environment: Advance Java

Our server was a dedicated server i.e. confined to an organization or a company only. So the main advantage of using this server is the security stability. As the data or the mails transferred within the company will remain secure and will not be seen by any service providers as in case of shared servers.

We were three students in a group and are collaboratively working on this project

Technologies/Tools: Netbeans IDE 6.0, Macromedia Dreamweaver 8, UML, HTML.

Declaration

I hereby declare that the information provided above is correct and to the best of my knowledge.

Date: 28.06.2021 Roshni Khan Place: Ahmedabad