




# PRADEEP KUMAR R

## Business Development Professional

An innovative Business Development Professional with 07+ years of experience in Business Administration and Development. Adept in the management and expansion of key client relationships, coupled with strong communication and negotiation skills and focused on collaborating with sales team, internal departments and B2B and B2C customers to anticipate requirements and maximize business opportunities. Having strong leadership experience and expertise in ideating and implementing successful business strategies to achieve sales growth.

 premoumt@gmail.com

 +916361810370

 Hyderabad

## WORK EXPERIENCE

### Sr Business Development Manager

10/2021 – Present

Atlantis

- Generate business by contacting leads through email marketing and cold calling. Also generated revenue through Upwork, LinkedIn, and Facebook by doing various campaigns
- Built trust and sustainable relationships with all the customers, clients and stakeholders.
- Coordinated projects related to Website and App development with freelancers.

### SR BD MANAGER

#### COLIFE INC

09/2019 – 09/2021

Achievements/Tasks

- Administered a competitive business development by identifying new opportunities solutions, planning cost-effective operations and market development activities.
  - Executed the organization's business strategies governed by the broader goals of the board and shareholders thereby rendering strategic advice to the board and CEO with regard to the future of the market and the company.
  - Established truest conformity of all the company policies and legal guidelines through effective communication throughout the tiers of the company.
  - Monitored the company's financial performance, investments and other business ventures.
- Deployed strategy for optimum performance of the human resource by promoting perpetual motivation and co-operation.

### SR BD MANAGER

#### AMAZON

04/2018 – 08/2019

Achievements/Tasks

- Analyzed, formulated and deployed business strategies to identify prospects and build sales pipelines.
- Ensured smooth and timely supply of the products and services to the customers and streamlined maintenance of customer database.
- Close vigilance over market trends by customers' data evaluation
- Public speaker and public relations representative of the company in ways that strengthen its profile.

## SKILLS

Communication

Negotiation & Persuasion skills

Interpersonal Skills

Collaboration Skills

Research & Strategy Business Intelligence

Project Management Skills

Business Development

## ACHIEVEMENTS

### COLIFE INC

- Collaborated with team of developers, designers, QA and SEO in the successful on-time delivery of projects
- Delivered a detail market analysis in order to map market trends, by generating sustainable market share of products and services.
- Coordinated with the CEO and other US executives to deploy successful off-site processing of projects in India.

### AMAZON

- Consulted on brand development, positioning, web development and marketing services.
- Responsible for client account management.

### BETTER WORLD TECHNOLOGIES

- Maintained a constant vigil on market dynamics as a Marketing Researcher and attuned marketing strategies to exploit available opportunities in assigned territories.
- Coordinated and responded to customer requests, that results increased in sales and customer satisfaction.

### IBM DAKSH

- Ensured improved customer experience with competent correspondence independently.
- Campaign mapping of all marketing ventures to ensure flawless execution of timely logistics processes.

- Provided assistance to sales representatives with sales promotions and registering customer responses to the same.
- Evaluated architectural designs of stores to optimize space.

## EDUCATION

### BCOM I B COM COMPUTER SCIENCE

OSMANIA, TG

2015

## WORK EXPERIENCE

### SUBJECT MATTER EXPERT BETTER WORLD TECHNOLOGIES.

12/2016 – 04/2018

*Achievements/Tasks*

- Worked closely with clients to identify their core needs and challenges thereby providing solutions-oriented campaign themes.
- Initiated social media campaigns for companies to achieve their sales targets
- Developed efficient co-ordination between customers and the businessman
- Monitored day-to-day office tasks and interfaced and effective coordination among inter- departments.

### BAND 3 Practitioner IBM DAKSH TECHNOLOGIES

05/2015 – 12/2016

*Achievements/Tasks*

- Development of marketing and sales toolkit for target campaigns.
- Managed marketing campaigns and programs from scratch to end thereby co-operating with cross- functional teams of clients and project teams.
- Monthly planned of buying or creating design themes and plans for marketing.
- Conducted research on present and future design and lifestyle trends.

## CERTIFICATIONS

Summer Internship Training on Corporate Investment from Standard Chartered Bank, India

## MARKETING APPLICATIONS

Marketo & Kobie

## INTERESTS

Avid Traveller

Team Sports