

Sumona Dey

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International Business Development

Professional with 4 years - proven track record of driving revenue growth, expanding market presence, building and maintaining strong client relationships. Expertise in international business development, strategic planning, and cross-functional collaboration. Adept at identifying opportunities and exceeding sales targets. Proficient in CRM tools, and account management. Seeking to leverage skills in more challenging role

Education

Bachelors Of Tech. in Computer Science Maharishi Dayanand University, Gurugram | May 2015 - June 2019

Key Skills

- Project Coordination
- Customer success
- Negotiation and Budgeting
- Stakeholders Handling
- Strategic Planning
- Account Management
- Cross-Function Collaboration
- Objection Handling

Professional Experience

International Business Development Executive Callistus Blinds | February 2021 – Present

- On-boarding new clients (UK, USA, Canada, Europe) initiating first level contact on introductory calls to gather requirements
- Pitching through cold calling, email as per client requirements and scheduling meetings with clients
- Conducted market research, end-to-end sales process, providing sales collateral to support the sales pipeline
- Developed compelling responses to RFI's, RFP's and RFQ's yielding revenue growth and recurring business
- Driving innovative ideas, products demo, pricing, product information on calls, meetings
- Enhanced and cultivated technical product expertise to foster customer confidence and long-term retention
- Customer relationship management through objection handling, nurturing rapport and prompt responses
- Established an Excel database and CRM dashboard, tracking sales process metrics and funnel progression
- Developed comprehensive project plans, including timeline, scope, budget, resources, and deliverables
- Collaborated with marketing to develop campaigns to drive MQL and SQL
- Research and Identify potential customer prospects and partners, pinpointing C-Level
- Work with our Accounting Team to resolve billing inquiries and issues, credit notes etc
- Developed go-to-market strategy, roadmap and forecast for accomplishing product objectives
- Resulting in a 20% boost in sales through effective upselling and cross-selling
- Worked on designing website and admin panel for the client's
- Monitored all consignments and delivered SOW to ensure timely updates

Digital Marketing Executive Future Return | November 2019 - May 2020

- Efficiently managed and enhanced online content while strategically cultivating a strong presence across social media platforms
- Maintained continuous checks on KPI, CTR and CPM, optimizing and enhancing campaigns based on current trend data
- Developed a marketing plan that resulted in increasing brand awareness, improving product positioning
- Designed email marketing campaigns and implemented keyword research to target key customers
- Created email content including email copy, visuals, and links
- Maintained website traffic using Google Analytics

SEO Intern Asaan E-commerce Pvt Ltd | April 2019 - September 2019

- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs
- Utilized market trends and target audience statistics to effectively and appropriately market products
- Oversaw Marketing, Communication skills, Negotiation, SWOT analysis, CRM Software

Accomplishments

Target Achiever | December 2022

Certifications

Sales Navigator | August 2023

Microsoft Excel | August 2023

Digital Marketing