

# M.SURAJ

## Senior Business Development Associate

Bengaluru, Karnataka | 91-9980023702 | surajmanjunath3@gmail.com



### CAREER OVERVIEW

Result oriented and achievement driven professional with required skills in sales and marketing seeking an opportunity for professional growth in an organisation which recognizes and rewards personal skills and efforts

### WORK EXPERIENCE

#### Senior Business Development Associate

**CAREER LABS TECHNOLOGIES PVT LTD.**  
(JUL 2019 – FEB 2020)

- Developed and implemented new marketing and sales plans to increase leads and revenue.
- Responsible for hiring and training new recruits.
- Contributed to new methods and plans for payment methods.
- Handled a team of counsellors in B2B visits and was successful in getting their best conversions.

#### Business Development Associate

**THINK AND LEARN PVT LTD ( BYJU'S)**  
(FEB 2018 - MAY2019)

- Generated INR 40 Lakhs which was (i.e; 2.5% of a 50 member team) for the financial year 2018-2019 from B2B and B2C markets.
- Counselling working professionals and students by profile analyses for their future plans of higher education.
- Worked on reputation management of the product by maintaining positive relationships with the clients.

### CORE COMPETENCIES

- Business Development
- Sales and Marketing
- Digital Marketing
- B2B and B2C sales
- CRM
- Market research
- Inside sales

### CERTIFICATIONS

- Venture capital and Entrepreneurship (IIM- B)
- Dynamic leadership (TOASTMASTERS INC. pathways)
- Fundamentals of digital marketing (Google)

### EDUCATION

JSSATE , Bangalore (2013 - 2017)  
Electronics and communication Engineering.

### REFERENCES

Akshat Gandhi (Manager , Careerlabs)  
9986027280

Abhishek R ( Team lead , BYJU'S)  
9513940580