

Nikita Balar

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Objective

To achieve high career growth in Sales, marketing and overall Business Development field by keeping myself dynamic, visionary and competitive to prove as a valuable asset to the organization.

Work experience

Company Name: TatvaSoft

Feb 2016 – Oct 2021

Designation: Business Development Manager

- 5+ years of rich Experience in Account Management and Business Development. Assisting clients with objective advise for their Bespoke Software Development and maintenance requirements.
- The goal is to drive sustainable financial growth through boosting sales and forging strong relationships with clients.
- Conduct Research to identify Potential Prospects/Leads in Target Market (UK, Ireland, Israel).
- Training personnel and helping team members develop their skills and motivate them for Teamwork.
- Meetings with prospective clients.
- Analyze needs of Prospects/Clients after receiving RFP and prepare Quotes and Proposals along with Business Analyst team.
- Use of various techniques to negotiate appropriately.
- Collaborating with design, development and QA teams to ensure that Requirements are fulfilled
- Keep records of sales, revenue, invoices, agreements etc.
- Proven sales target achievement record since I joined TatvaSoft.

Company Name: Azilen Technologies Pvt. Ltd.

June 2015 - Jan 2016

Designation: Digital marketing Manager (Internship)

- Plan and execute all digital marketing, including SEO, marketing, email, social media and display advertising campaigns.
- Design, build and maintain our social mediapresence on various platforms.
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points using Google Analytics.

Company Name: 360 Degree Technosoft.

Jan 2013 - June 2013

Designation: Software Engineer (Internship)

- Developed a platform called "Offer it now" formed by a small group of companies with an idea, an idea to help. Shop owners to get connected with consumers who are interested in deals, discounts, vouchers, and free samples.

Education

1. PGDM (Marketing, 2014 - 2016)

Som-lalit Institute Of Management Studies (SLIMS, AICTE)

CGPA: (4.12/5)

2. B.Tech (IT, 2009 - 2013)

Chandubhai S Patel Institute of Technology (CHARUSAT UNIVERSITY, CHANGA)

CGPA: (8.20/10)

3. Higher Secondary School (12th Science, 2009)

Sharda Mandir Vinay Mandir School, G.H.S.E.B

78.3%

4. Higher Secondary School (10th, 2007)

Sharda Mandir Vinay Mandir School, G.H.S.E.B

87.23%

Projects

Food Ordering App – Digital Marketing

Duration: 6 months | 2016

SVLEMS

Duration: 6 months | 2013

Interests

Budget Traveling, Music, Dance, Gardening

Achievements & Extra Curricular Activities

- Consistently achieved Annual Sales Target for 5 years at TatvaSoft
- Gold Medalist – PGDM Marketing (1st Rank)
- Winner of “Puzzle Mania” competition in Bauddhika event atSBS
- Participated in Android and iOSworkshops

Personal Details

- **Address:** 15, Hemapark Society, Nr. Subhash Chowk, Memnagar, Ahmedabad - 380052
- **Mobile Number:** +91 9913479898
- **Languages:** English, Gujarati, Hindi
- **Other Skills:** Communication and negotiation skills, Time and task management, Proficient in Word, Excel, Outlook, PowerPoint, LinkedIn (Sales Navigator) and online meetingtools.

Skills

Hard Working



Analytical Skills



Computer Skills



Target Oriented



Competitive Analysis

