

SURBHI PUN

315/3, Van Depo, New Mishrpur,

Kursi Road, Lucknow

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Objective-

To obtain a position of responsibilities that utilizes my skills and experience. To work enthusiastically in team to achieve goal of the organization along-with enriching my overall knowledge.

Work Experience-

Total work experience as Business Development Executive: **3.2+ years**

- 1) Position Held: **Business Development Associate/ Presales Analyst**
(Organization: smartData Enterprises, Mohali, Punjab)

Description: My role as Business Development Executive involved:

- Responsible for **Bidding** on different business development platforms like Upwork, LinkedIn, Twitter, Facebook etc.
- Qualify leads from different Business Development Platforms as Sales Opportunities.
- Understanding the project and translate it into details which the developers can understand.
- Identify client needs and suggest appropriate services.
- Requirement Gathering & Analysis and complete understanding of (SDLC).
- Responsible for providing the Time and Cost Estimates to clients.
- Documentation Business Requirement Documents & functional requirement documents.
- Good knowledge of MS Office especially MS Excel, Power Point, Word etc.
- Proficient in creating Use Case diagram, Activity Diagrams and process flow diagrams.
- Set up meetings or calls between (prospective) clients and Managers.
- Stay up-to-date with new products/services.

2) Position Held: **Senior Associate- Business Development**

(Organization: KeyMouse IT Services, Mohali, Punjab)

Description: My role as Senior Associate- Business Development involved:

- Project planning, execution & management
- Lead generation & conversion using different portals like Upwork, Freelancer, LinkedIn etc.
- Providing all-round training to the Business Development & Business Analyst trainees regarding sales processes & tactics.
- Client handling along with Up-selling & Cross-selling
- Documenting proposals for clients
- Initiating Business Development strategies
- Handling a team of BDs & BAs.
- Drawing out cost for projects
- Coordinating with technical team for project completion
- Providing prominent support & leadership to the team

3) Position Held: **Business Development Executive**

(Organization: Signity Software Solutions Pvt Ltd)

Description: My experience as a BDE included:

- Used bidding platforms like Upwork, LinkedIn and Direct sales for lead generation
- Drafted and shared pitches/cover letters with the prospects/clients
- Qualification, Filtration and Nurturing leads for conversion
- Prepared activity diagram/Process flow diagram for respective leads
- Directly handled prospects and clients for initial conversation & requirement gathering
- Also, closely worked in the role of Business Analyst in preparing documentations for existing and new clients which included preparing- Feature listing, High level understanding document, User stories, Queries and Assumption etc
- Took itemized and ballpark estimates from the respective concerned resource
- Coordinated with Designers and Developers for project understanding and project explanation
- Been a team player and timely coordination with the team for regular feedbacks and improvements.

Education qualification-

<u>Education</u>	<u>University/Board</u>	<u>Year of passing</u>	<u>Percentage</u>
MBA	AKTU University	2019	77.38%
B.Sc	Lucknow University	2017	51.38%
Intermediate	CBSE	2013	63.8%
High school	UP	2011	74.66%

Internship/ Training-

- Completed internship from **GLOBUS STORES PRIVATE LIMITED**, Wave Mall, Gomti Nagar, Lucknow from 6th June 2018 to 22nd July 2018 in Sales and Customer Handling
- Undergone a 'On the Job Training' for the period of big days at **FUTURE RETAIL LIMITED** (FBB, Hazaratganj, Lucknow) during 09th Aug 2018 to 16th Aug 2018

Skills Highlights-

- Project management
- Decision making
- Positive attitude
- Quick learner
- Leadership
- Problem solving
- Fluent Speaker
- Team-worker

Extracurricular activities-

- Got certificate for securing third position in poster making competition in founder's day of LBSGOI
- Got certificate of active participation in singing, anchoring, PR and promotion in annual event 'Regalia 2018' organized by LBSGOI
- Got certificate for singing in 'Flower Show 2018' organized by AMAR UJALA PUBLICATIONS LTD
- Got certificate and medals for standing FIRST in 'Three Leg Racing', SECOND in 'Sack Race', SECOND in 'Biscuit Race' in the sports day organized by LBSGOI
- Got certificate of appreciation in displaying artistic and creative brilliance in Graffiti painting in LBSIMDS
- Got a certificate of participation at SEBI, Lucknow for Financial Education Program
- Participated in Skit and Mime act organized by 'Bindaas Jiyo Social Foundation' on 13th Oct 2018 at Carlton Hotel, Hazaratganj, Lucknow
- Active participant in all extra-curricular activities and employee engagement programmes organized by HR in office premises.

Seminars/Conferences-

- Attended a lecture on 'Leadership and Accountability' on 22nd Sept 2018 at Hotel Clarks by Dr. Tripti Barthwal
- Attended a seminar on 'Startup' on 30th Sept 2018, presented by Mr. Dilip Kumawat
- Attended a seminar on 'Learn-Earn-Enjoy' on a direct marketing concept RCM on 14th Oct 2018 by Mr. Jai Narayan Kukna

Personal Details-

DOB : 1 July 1995
Gender : Female
Marital status : Single
Language known : English, Hindi
Hobbies : Dancing, Singing
Nationality : Indian

Declaration- I declare that the information furnished in this document is true to the best of my knowledge and belief.

Surbhi Pun