



Anjali Rohatgi

ABOUT ME

Business Development Manager at ToothSketch | Amity Business School Lucknow
2018-2020 | Babu Banarasi Das Engineering College 2014-2018

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Sales Professional with 1.5 years of Experience in Sale and Marketing. Currently handling the Business Development Department of my organization along with contributions in digital marketing.

EXPERIENCE

Business Development Manager: ToothSketch

- Lead Nurturing
- Lead generation and conversion
- Market Research
- Email and Social Media Marketing
- Sales closing & CRM
- Solution selling

Business Development Associate: BYJU'S

- Objection prevention and handling
- Rapport Building on call
- Sales closing and CRM

Summer Internship: Future Group (Big Bazar)

- Retail operations
- Customer experience and retention
- Marketing Strategy

Live Project: Colgate Palmolive

- Brand Marketing and understanding customer psychology
- Retail Sales

Project: Infoseek

- Core JAVA and Android Training
- Android Application Development

EDUCATION

Qualification	College/University	YOP	CGPA/%
MBA(Internation Business &Marketing)	Amity Business School, Lucknow	2020	8.40/10
B. Tech (Computer Science Engineering)	Babu Banarasi Das Engineering College	2018	61.34
XII	Central Academy	2014	61.60
X	City Montessori School	2012	73.71

Additional Certifications/ Courses

- Executive Program in Strategic Digital Marketing & Analytics
- Search Engine Optimization- Amity Future Academy, 2021
- Digital Marketing Strategies- Amity Future Academy, 2021
- Programing in Java, Web Development, Linux & Shell Scripting, Data Structure Programing- Orane Infosystems Pvt. Ltd.

ACHIEVEMENTS

Extra-Curricular	<ul style="list-style-type: none">• Hosted Anybody Can Paint Workshop Connect and Learn Ft BYJUites• Secured 3rd position in IT and Operations Conclave poster making(2020)• Finalist, Amity Youth Icon(2019)• Coordinated "Janhit Jagran City Pitch Program", Start up India(2018)
Positions of Responsibility	<ul style="list-style-type: none">• Elected Vice President of student committee of ABS & AILA(2020)• Relationship Manager at Amity Alumni Relations Cell• Coordinator in entrepreneurship cell of ABS• Coordinator in Dean Student Welfare Amity

Other Information

- Languages Known: English, Hindi
- Hobbies: Digital Illustration, Painting in traditional Art media, Designing, Creative writing