

PRAVEEN P KUMAR

BUSINESS DEVELOPMENT MANAGER

CONTACT

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Karama,
Dubai, United Arab Emirates

EDUCATION

Executive Program in Strategic Digital Marketing & Analytics

IIM ROHTAK

Currently Pursuing

Masters in Business Administration - Marketing

VTU UNIVERSITY

2011-2013

Bachelors In Commerce - Computer Application

KERALA UNIVERSITY

2007-2011

CERTIFICATIONS

Customer Service and Sales Certificate

Dale Carnegie Training

Entrepreneurship Development Programme

Eksat

PROFILE

With expertise in Key Account management, business development, customer relations, and negotiation, I drive revenue growth, user acquisition, and subscription-based enterprise expansion. My holistic approach to marketing campaign oversight and ability to foster positive relationships with clients, partners, and colleagues is augmented by a specialization in online/offline customer acquisition.

WORK EXPERIENCE

BUSINESS DEVELOPMENT MANAGER

EVAS INTERNATIONAL

2021 JANUARY - PRESENT

- Designed and executed business development strategies, leading to a 20% increase in revenue within a year.
- Successfully identified and pursued conversations and meetings with key decision makers to generate new business opportunities in coordination with senior management team.
- Established and fostered strong relationships with crucial clients, which resulted in repeat business growth.
- Worked collaboratively with cross-functional teams to devise and implement business plans.
- Proactively conducted prospecting and lead generation activities to increase awareness and knowledge about the company's professional services offering, including attending industry events, exhibitions, and hosting webinars.
- Produced and presented business proposals and reports to senior management.
- Supervised and guided a sales team to meet sales targets.
- Concluded business deals and contracts through effective negotiation skills.
- Monitored and reported on industry and competitor activities.
- Provided direction for the firm's social media marketing.
- Conducted comprehensive market research and analysis to identify emerging opportunities and market trends.
- Mapped and specified organizational challenges and training and development needs in collaboration with prospective clients, resulting in the creation of tailored solutions.
- Demonstrated a proven track record of identifying gaps in the market and spotting opportunities to create value propositions and cross-sell services.

BUSINESS DEVELOPMENT MANAGER

US Creations Events LLC

DECEMBER 2017 TO DECEMBER 2020

- Accountable for identifying, cultivating, and overseeing new and established business opportunities in relation to event planning and execution.
- Accountable for incorporating clients' key requirements and responsibilities to ensure the success of the events.
- Facilitated organizations in achieving enhanced brand recognition and financial growth.
- Built a contact network to attract new clients, explore fresh market prospects, supervise growth initiatives, predict sales, and forecast revenue in accordance with expected earnings.
- Established and sustained relationships with corporate clients.
- Optimized opportunities through a proactive sales approach for new and existing customers to promote the service.

CO - CURRICULARS

NCTB-2013 : A Competitive Edge for Organizations

Tumkur university & East Point College of Engineering and Technology

March 2013

Case Study Analysis Competition

Nagarjuna College of Engineering and Technology

October 2012

Sarvagna - Business Quiz

Cambridge Institute of Technology

April 2012

LANGUAGES

English : Fluent

Hindi : Fluent

Malayalam : Fluent

Tamil : Intermediate

SKILLS

Business Development and Marketing

Customer Relationship

Contract Negotiation

Leadership and Team Building

PERSONAL INFO

Nationality : Indian

Date of Birth : 9 January 1989

BUSINESS DEVELOPMENT EXECUTIVE

HLB HAMT

DECEMBER 2015 TO NOVEMBER 2017

- Responded to customer inquiries promptly and communicate through various channels to show their satisfaction is a top priority.
- Addressed customer complaints actively by listening, showing empathy, and going beyond their expectations for resolution.
- Developed in-depth knowledge of products to provide accurate and relevant information to customers with questions.
- Managed key accounts by acting as a primary point of contact, organizing regular meetings, and resolving problems promptly.
- Proactively identified potential new customers to expand business opportunities and increase revenue.

SALES EXECUTIVE

WATER TEC INDIA PVT LTD

JUNE 2013 TO JULY 2015

- Boosted revenue growth and enhance customer acquisition by generating leads, recognizing customer needs, and finalizing deals within a specific timeframe.
- Ensured the growth of sales in the designated territory and accomplish individual quota targets on time.
- Raised awareness and nurture connections with important consultants and leading architecture firms.
- Created leads using multiple techniques, such as cold-calling, networking, and referrals.
- Maintained precise and updated sales records and reports for accurate assessment.
- Worked closely with cross-functional teams to guarantee successful delivery of products and services.

SOCIAL MEDIA MARKETING - INTERNSHIP

UNICOM LEARNING

DECEMBER 2012 TO MARCH 2013

- Created social media strategies that align with business objectives, and supported tactics to achieve those goals.
 - Developed engaging and visually appealing social media content.
 - Analyzed social media performance and used data to make informed decisions to improve campaigns.
 - Managed online communities and engaged with followers, responded to comments, and managed customer feedback.
 - Worked collaboratively with teams, including cross-functional groups such as design, copywriting, and analytics, to support successful social media campaigns.
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