



P. Suyashaa Rao

Business Development Manager

A Proactive manager, team builder and tactical planner with ability to consistently meet and deliver sales targets. Hold experience in lead generation, customerservice, and account management within the B2B and B2C industry.

✉️ suyashaap@gmail.com

📞 8249264837

📍 Bangalore

📅 19 November, 1996

WORK EXPERIENCE

Business Development Manager PRAKRIA Marketing Services Ltd.

10/2020 - Present

Bangalore

Achievements/Tasks

- Manage team of 2 Business Development Executives in generating revenue from Brand Managers for creative requirements through lead generation across India, Africa and Singapore
- Lead all aspects of sales forecasting and pipeline management
- Formulate win strategies to secure contracts; liaise closely with brand management teams to accurately segment customer verticals, decipher needs, and tailor suitable creative packages; collate costs and submit suitable bids to close profitable contracts
- Select, train, and supervise BD staff. Set sales targets and motivate team to meet targets and conduct team performance events
- Interact daily with top tier marketing heads in FMCG, Consumer Durables and Pharma industry.
- Cultivated strong relationships with key clients, including ITC, Flipkart, Kellogg's, Carlsberg, Henkel, and Anmol.

Business Development Associate BYJU'S

06/2020 - 09/2020

Bangalore

Achievements/Tasks

- Spearheaded sales of BYJU'S Ed-tech platform for using CRM's and Cold Calling across India, Singapore and Australia
- Responsible for educating market on innovative new product; established strong partnerships with students to increase outreach and grow sales figures
- Successfully grew sales by 6 lakhs INR in a span of four months. Awarded certificate of excellence for the month of August.

EDUCATION

M.A in Development Studies

National Institute of Technology, Rourkela

06/2018 - 05/2020

9.32/10

Courses

- Business Communication
- Economics
- Psychology
- Sociology

B.A in Journalism and Mass Communication

Dayananda Sagar University, Bangalore

08/2014 - 05/2017

7.55/10

Courses

- Economics
- Journalism
- History

SKILLS

Customer Relationship Management

Sales Strategy

Negotiation

Communication

Account Management

Research

PERSONAL PROJECTS

Flipkart Marie Claire Launch (06/2021 - Present)

- Working on an exclusive launch of Marie Claire personal care on Flipkart

Influence of Social Media Advertisements on University Students' Online Shopping Patterns (06/2018 - 05/2020)

- Best Thesis award in Post-Grad

Systematic review of cyberbullying in Asia, NUS-Singapore (12/2018 - 07/2019)

ACHIEVEMENTS

Constantly secured under 25 state rank during undergraduate studies in Journalism and Economics

Published a poem in the Young writers anthology (Peterborough).

A Copy of which has been preserved in the British Library

Won certificate of cat B for the performance in Paryavaran ratna award under save the earth program

LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

Odiya

Native or Bilingual Proficiency

Kannada

Limited Working Proficiency

Bengali

Professional Working Proficiency

INTERESTS

Making Travel Vlogs

Journalism

Skating

Travelling

Trekking

Squash

Cooking