



MAHASWETA ROY

Senior Business Development Executive

PROFILE

Experienced Senior Sales Executive with a proven track record of achieving and exceeding sales targets, coupled with bags of energy and lots of enthusiasm. I have a positive 'can do' attitude and the drive to succeed. Keen to learn new skills and knowledge required for being a manager actively looking for an opportunity that allows me to utilize my skills and prove myself in the corporate world so as to become a valuable asset for the organization.

EDUCATION

Amity University

June 2014 – June 2017

Completed my Bachelor's in Business Administration specializing in management. Received marks of 6.41cgpa

KCC institute of Management

June 2017 – May 2019

Completed my Master's in Business Administration specializing in Human Resource and Marketing. Scored 7.41cgpa

WORK EXPERIENCE

Smart Brains Sales Executive

August 2017 – March 2018

Achieving Targets, End to End Sales, Prospect generation through lead calling, Meeting and counseling prospective students, Maintaining daily reports, Handling sales force. CRM management

Smart Brains Assistant Manager

April 2018 – October 2020

Team Handling, Sales Operation, Training and feedback, RCA, Process setup within the team, setting targets for team, distributing responsibilities, setting short and long term goals for them

Whitehat JR Sales Manager

November 2020 – July 2021

Achieving Targets, Counseling Parents and kids, Good Rapport building, Revenue Generation, Sales force handling, strong negotiation, CRM management

Unacademy Senior Business Development Executive

August 2021 – September 2023

Achieving Targets, Counseling Parents and kids and working professionals, Good Rapport building, Revenue Generation, Lead square handling, strong negotiation, CRM management, sharing email, resolving queries.

CareerAid Technologies Senior Business Development Executive

April 2024 – Present

Achieving Targets, Counseling Parents and college students. Discussing with working professionals, understanding their career trajectories, Good Rapport building, Handling technical course from IIT's and IIM's, Revenue Generation, strong negotiation, CRM management, sharing email, resolving queries. Understanding of technical courses like Data Analytics, Machine Learning, Artificial Intelligence, Data science, Taking care of executive programs, like, Data to decisions, and PGP in Banking and Finance.

CONTACT

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SKILLS



LANGUAGES

ENGLISH

Read
Write
Speak

HINDI

Read
Speak

BENGALI

Read
Write
Speak

STRENGTHS

★ Sales Performance

Increased sales by developing new sales strategies and techniques.

✦ Customer Service

Maintaining customer satisfaction by providing excellent service and resolving issues promptly.

♥ Team Collaboration

Improved team performance by implementing effective communication and delegation methods.

ACHIEVEMENTS

😊 Leadership Development

Trained and mentored new sales executives, resulting in increase in team productivity.

😊 Product Knowledge

Developed comprehensive knowledge of furniture products, resulting in increased customer trust and satisfaction.