Prashant Srivastava
Business Development Analyst

CONTACT

🏠 Lucknow, Uttar Pradesh

📞 7054392659

✉️ Prashant705439@gmail.com

EDUCATION

B.Com
RMLAU, Lucknow, Uttar Pradesh
2021.

Intermediate:
Nirmala Convent Inter College,
Lucknow, Uttar Pradesh
2017.

HARD SKILLS

- SQL
- Power Bi
- Microsoft Office
- Project Management
- Requirements Analysis
- Documentation
- Data management
- User acceptance testing

SOFT SKILLS

- Sales enabler
- Stakeholder management
- Cross Product Marketing
- International client management
- Cross Product Marketing
- SaaS product sales
- Communication Skills

PRIOR EXPERIENCE

Customer Service Representative
Aegis ltd.
June 2017 - Nov 2017

CERTIFICATION

SQL Masterclass

Agile Scrum Foundation

Business Analysis Foundations

Summary

Proficient business development analyst with a track record of producing measurable outcomes by converting challenging company requirements into useful understandings and creative solutions.
Competent in requirement collection, stakeholder collaboration, and process analysis, committed to using tech-driven optimization, planning, and research to achieve project success, a proactive issue solver who is enthusiastic about using technology to improve operations and decision-making.

WORK HISTORY

Business Development Analyst
Cedcoss Technologies, Lucknow/Dec 2021 - Present

- Successfully identified and communicated process improvements, implementing tracking tools to streamline workflows for project managers.
- Successful SaaS product sales achiever, exceeding targets through strategic prospecting and CRM-driven client engagement.
- Established and maintained value-based relationships with both new and existing global SMB clients.
- Prioritized accounts for up-sell and cross-sell opportunities, defining ideal customer profiles and proactively reaching out via phones and emails.
- Executed Marketing Qualified Leads with a defined SLA, maximizing revenue by strategically engaging potential customers.
- Conducted thorough research using customer management systems and external sources such as LinkedIn, Google, etc., identifying expansion opportunities within accounts.
- Engaged with supporting functional teams to promptly resolve issues raised by customers and to achieve customer satisfaction.
- Managed the opportunity pipeline, providing accurate and timely updates to management on progress and outlook.

Client Relationship Manager
EduGorilla Community, Lucknow/Nov 2017 - Dec 2021

- Enhanced business development strategies by meticulously researching market dynamics and analyzing industry trends, uncovering lucrative opportunities and prime target markets.
- Implemented a robust lead generation system, adeptly managing a comprehensive database of leads and prospects, culminating in the acquisition of valuable clients and partnerships.
- Continuously monitored and assessed key performance indicators (KPIs), providing insightful reports to gauge the efficacy of business development initiatives and drive continuous improvement.
- Achieved and exceeded sales targets, resulting in recognition and awards for outstanding performance.
- Utilized industry-specific software and tools, including CRM systems, to streamline client interactions and sales processes.
- Proven ability as a Client Relationship Manager by strategically enhancing business development through market research, implementing a successful lead generation.