




Nitin Soni

Business Development Associate

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Type your te

Goal-oriented marketing expert with natural talents in developing and implementing successful strategies, driving profits, increasing market shares and strengthening customer dominance. Hardworking, performance-oriented leader offering proven expertise in project development, team supervision and campaign enhancement and sales . Prepared to bring 5+ years of progressive experience and take on challenging position with opportunity to make lasting impact on company and customer success.



Skills

- Account development ●●●●●○
Very Good
- Continuous professional improvement ●●●●●○
Very Good
- Lead Generation ●●●●●●
Excellent
- Business-to-customer expertise ●●●●●○
Very Good
- Product knowledge ●●●●●●
Excellent
- Flexible & Adaptable ●●●●●●
Excellent
- Analytical skills ●●●●●○
Very Good
- Planning and Coordination ●●●●●●
Excellent



Work History

- **Business Development Associate**
Amar Ujala Ltd , New delhi , Delhi
 - Planned marketing initiatives and leveraged referral networks to promote business development.
 - Boosted revenue by bringing in and cementing relationships with new clients and optimizing servicing of existing customer accounts.
 - Handled International Client like parimatch , Drive Successfully digital campaign in India

2019-02 - Current

- Organized focus groups to design best marketing strategy for product offerings.
- Referred customers to specialized selling teams to build long term trust.
- Researched, analyzed and projected market data for potential markets.
- Applied core knowledge to effectively communicate sensitive or technical information while adhering to regulatory guidelines.
- Improved bottom-line profitability by growing customer base and capitalizing on upsell opportunities.
- Verified work aligned with service levels agreed and client requirements.
- Arranged potential client contacts, cultivated relationships and followed through all service needs.
- Administered marketing calendar and posted new content to coincide with new product and service releases.
- Met with current clients to assess needs and develop improvement plans.
- Enhanced sales techniques and marketing plans to strengthen business development efforts.
- Successfully launched offline and online consumer targeting and marketing strategy.
- Maintained extensive knowledge of company products and services to provide top-notch expertise to customers.
- Developed business pipeline using cold and warm techniques.
- Proactively engaged customer in various departments in order to provide in-depth product knowledge in non-commissioned environment
- Enhanced customer experience using all omnichannel offerings.
- Opened over 20 new Clients in 2.5 Years, exceeding goals 100%

2017-06 - 2018-06

● **Ad Sales Executive**

Lokmat media pvt ltd , New Delhi , Delhi

● Closely communicate with sales team to develop sales strategies .

● Interpreted syndicated data and met request from business clients

- Provided details information to management , sales team and corporate management

● Prepared and executed presentations in professional and assertive matter

● Develop Business alliance clients ,

- Handling Corporate client in FMCG, E-comm, Lifestyle and Retail category .

- Providing new business opportunities for sales team to help them achieve company sales target and improve profitability.

● Developing database of key prospects for conference team and show teams for their upcoming events .

- Responsibilities also include ensuring clients satisfactions through callbacks, email , and surveys.

- Accessing company internal system to obtain and extract information and provide clients service management.

● Handled 30 client to address inquiries and concerns



Education

2011-08 - 2015-08

● **Bachelor of Engineering : Mechanical Engineering**

Rajasthan Technical University - Delhi NCR

2010-04 - 2011-03

- Relevant Coursework Completed: Mechanical & Automobile engineering
- Member of Core team in mechanical department .
- Completed 4 Year B. tech degree in Mechanical engineering with 64.48%

2008-04 - 2009-03

NON Medical With Physics, Chemistry And Maths: 12TH (Physics , Chemistry , Maths)

CBSE - Delhi NCR

NON Medical with Physics, chemistry and Maths , Percentage - 64.31%

High School : 10TH

CBSE - Delhi NCR

Percentage - 69.17%



Additional Information

Technical Project.

SEGWAY Design

- Worked on SEGWAY Design and manufacturing
- Attend workshops on vehicle dynamics workshops



Languages

English

Hindi

●●●●●○
Very Good

●●●●●●
Excellent



Certifications

Basics of digital Marketing by Google

Graduate Record Examination (GRE) , Scored 304/340

2020-05

2017-10



Hobbies

Cricket , Gymining



Date of Birth - 8th Nov 1991