

# ANURAG C

Business Development Associate



## SUMMARY

Passionate and meticulous business development associate with excellent problem - solving skills, seeking a position in a company where extensive skills and expertise can be used to further the advancement of the company. The goal of my career is to work for a highly dynamic organization that offers challenges and opportunities for enhancing knowledge and responsibilities while being engaged in a technologically challenged environment.

## WORK EXPERIENCE

### MANAPPURAM HOME FINANCE LTD

Business Development Associate

April 2021 to October 2023

- Achieve monthly home loan & individual target in the financial year.
- Lead generation: generate sales leads by 100% using all available lead generation techniques and strategies.
- Improve 100% customer acquisition rates through targeted discussion on market segmentation (CRM).
- Verification of all documents as per legal and technical report
- Run strategic marketing campaigns for 100% target achievement.
- Interact with legal advisor.
- Scheduled meeting with clients its helps to increase 40% of monthly target.
- Organized several home loan campaigns that gathered over 1000+ leads in Q1.
- Assisted in creating 20+ business development plans with the marketing department team.
- Collaborated with 10+ sales teams and contributed to weekly meetings with senior managers.
- Developed and sustained professional relationship with over 350+ customers, leading to an increase 55% of customer satisfaction.
- Managed heavy daily workload of client meetings, reporting and administrative processing using exceptional multitasking and prioritization skills.

### EMBARK EDU SOLUTIONS

Business Development Officer

December 2019 – December 2020

- Conduct online Education fair
- Identifying and creating healthy relationship with new potential student recruitment agencies and other educational institutes.
- Giving campus tours to recruitment partners, parents and students
- Effective lead generation and credential pitch.
- Meeting with potential partners to present company offerings.
- Analyzing customer feedback data to determine whether customers are satisfied with company services

## CONTACT

UAE

Mobile : 0544288348  
+91 8129707853

Email : [anuragir1997@gmail.com](mailto:anuragir1997@gmail.com)

Linkedin :

<https://www.linkedin.com/in/anurag-c-7b9b19169/>

## SKILLS

- Business Planning
- Negotiation
- Lead Generation
- Cold Calling
- Business Development
- Strategic Planning
- Sales increase
- Customer Handling
- Market Research
- Sales management
- Team management

## TOOLS AND SOFTWARE

- MS office
- Tally ERP 9

## LANGUAGE

- English
- Hindi
- Malayalam
- Tamil

## EDUCATION

### MBA Marketing and HR

University of Kerala

August 2018 – May 2020

### B com Co-operation

Kannur University

August 2014 – May 2017

### HSE Kerala

Board of Higher secondary Education,  
Kerala

June 2012 – April 2014

### SSLC Kerala

Kerala State Board

April 2012

- Lead collection and analysis of customer feedback data and identified key areas for service improvements; implemented changes that lead to a 30% increase in customer satisfaction and a 25% reduction in customer complaints
- Generated and qualified an average of 50 lead per month.
- Established over 100 new client relationship through cold calling.
- Coordinate and scheduled social media campaign to increase 35% sales

## INTERNSHIP

**Bennett Coloman's Co.Ltd** (Times of India)

*Business Development Executive*

**November 2019**

**Future Retail**

*Marketing executive*

**April 2019**

## ACHIVEMENTS

- Certified for human behavior & Management in health care
- Certified for HR Management and Strategy
- Certified for Digital Marketing (Google)
- Member of Trivandrum Management Association