

ABOUT ME

A results-oriented professional with a dual focus on business administration and data analytics, equipped with an MBA in Data Analytics and a BBA. Demonstrated hands-on experience in marketing through an internship at Aditya Birla. Proven ability to blend analytical insights with business acumen to drive effective marketing strategies and solutions. Collaborated with sales teams to improve lead nurturing strategies.

SKILLS



LANGUAGES



KEY ACHIEVEMENTS

Lead Conversion Optimization  
Increased lead conversion rates by 20% in three months.  
Marketing Campaign Success  
Implemented marketing campaigns resulting in 15% sales growth.  
Cost Reduction Achievement  
Reduced customer acquisition cost by 10% using data analytics.  
Client Base Expansion  
Expanded client base by 30% during

SAJU  
BRUTUS

BUSINESS DEVELOPMENT EXECUTIVE

Dubai, United Arab Emirates

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WORK EXPERIENCE

ADITYA BIRLA MARKETING Feb 2017 - Jun 2017	Business Development Executive
NFC MIDDLE EAST, DUBAI	Marketing Executive
SUKU PUMPS Mar 2020 - May 2022	Business Development Executive
SWISSBAKE INGREDIENTS Feb 2024 - Dec 2024	Business Development Executive

EDUCATION

GARDEN CITY UNIVERSITY	BACHELOR OF BUSINESS ADMINISTRATION (International Business)
GARDEN CITY UNIVERSITY	MASTERS IN BUSINESS ADMINISTRATION (data analyst)
PIUS XI HIGHER SECONDARY SCHOOL	HIGHER SECONDARY SCHOOL
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