

PRERNA KASBE

Business Development Consultant/ Sr Growth Consultant



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A-1206, Majestique Towers
East Society, Kharadi, Pune,
Maharashtra, India, PUNE,
India

Skills

Sales ◆◆◆◆◆

Strategic Planning ◆◆◆◆◆

Presentation Skills ◆◆◆◆◆

Client Relations ◆◆◆◆◆

Market Research ◆◆◆◆◆

Problem Solving ◆◆◆◆◆

Presentation ◆◆◆◆◆

Communication ◆◆◆◆◆

Links

prerna-kasbe-64a112178

Courses

MBA Marketing & Operations

2021

Dr D.Y.Patil

BE IT

2015

BAM University

Experience

Blazeclan Technologies

June 2023 - Now

India, Pune

Sr Growth Consultant

As a Sr Growth Consultant at Blazeclan Technologies, I utilized my expertise in market analysis and strategic planning to drive company growth and increase profitability. I collaborated closely with cross-functional teams to identify opportunities for expansion and implement effective solutions.

- Conducted extensive market research and analysis
- Developed and implemented growth strategies
- Successfully increased client base by 25%
- Led presentations and meetings with key stakeholders
- Analyzed customer feedback to improve products/services
- Provided guidance on pricing and sales strategies
- Worked in regions such as APAC, India and ANZ.
- Closely worked with partners such as Azure, AWS, GCP, Snowflake, Data Robots, Data Bricks, Cloudflare and many more.

Bizmetric

January 2022 - June 2023

India, PUNE

Business Development Consultant / Inside sales

Responsible for generating & identifying new leads, sales, marketing & promotion of Product.

- Have experience in domestic as well as in international market (UAE,US,Asia) and have strong communication skills.

Diploma IT

2011

MSBTE

Languages

◆ English ◆ Marathi ◆ Hindi

Secure Layer 7

July 2021 - January 2022

India, Pune

Teramax

June 2020 - June 2021

India, Pune

Generated leads via cold calling, emailing and other lead generation activities through Sales navigator, Lusha, Easyleads.

- Exceptionally strong presentation skills in Video/Zoom/MS Team calls to clients.

Achieving weekly and monthly sales targets by identifying to accomplish new customers.

- Proven successful sales record in the IT Sales in Indian Industry.

- Penetrate new accounts, captivate decision makers, and overcome selling obstacles.

Have experience in selling Cloud services such as AWS Cloud services, Azure, Power BI, DevOps and Enterprise solutions such as SAP HANA 4, Oracle Fusion EBS.

- Have experience in building and managing the large and mid-sized enterprise team, while keeping the run rate through Startup businesses

Sales Intern

As a Sales Intern at Secure Layer 7 in India from July 2021 to January 2022, I gained valuable experience in the field of sales and marketing. During my time at the company, I had the opportunity to work closely with the sales team and assist in various projects and tasks. I also had the chance to interact with clients and learn about their needs and preferences.

- Assisted in creating marketing materials
- Conducted market research and analysis
- Participated in client meetings and presentations
- Developed leads through cold calling and email outreach
- Collaborated with sales team on lead generation strategies

Business Development Executive

As a Business Development Executive at Teramax, India from June 2020 to June 2021, I was responsible for identifying new business opportunities and developing strategies to increase sales and revenue. I also played a key role in building and maintaining relationships with potential clients and partners, as well as conducting market research and analysis to identify trends and opportunities for growth.

- Developed and implemented sales strategies to meet company goals
- Successfully closed multiple deals with new clients, resulting in a 20% increase in revenue
- Conducted market research and analysis to identify potential areas for expansion
- Maintained strong relationships with existing clients to ensure customer satisfaction

IACSD

December 2018 -
October 2019
India, Pune

Business Development Executive

Conducted market competitive analysis to develop roadmap and sales strategy to secure new business.

·Updated and maintain customer information database on regular basis.

·Wrote bids, proposals, brochures and various other business informational letters.

·Conducted advertisement and promotional programs, telemarketing plans and tradeshow.

·Coordinating pre-sales and post-sales follow up

Custom

India, Pune

Certificates

- Sales Accreditation AWS
- Sales Accreditation Snowflakes
- Cloudflare Sales Accreditation
- Digital Marketing

India, Pune

Projects

- 2019-05 - 2019-09
- Market Evaluation of DBDA (Big Data Analysis of C-DAC)
- Research Intern
- **Dissertation Project**
- Consumer Buying Behavior towards Online Markets
- 2020-01-2020-07
- **Certificates**
- Workshop attended at UON University of Singapore
- Seminar on Big Data analysis and Organizational Behavior.