

Shubham Sharma

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PROFESSIONAL SUMMARY

Dynamic Growth Strategist and Business Development Leader with 5+ years of cross-industry experience, passionate about driving revenue expansion and market penetration through innovative digital strategies. Eager to leverage expertise in client acquisition, scalable growth planning, and sales operations to contribute significantly to the creator economy and brand storytelling within a forward-thinking organization. Proven ability to exceed targets, expand market share, and build high-performance teams in B2B and B2C environments.

CORE COMPETENCIES

- **Growth Strategy & Client Acquisition:** Lead Generation, Pipeline Management, Client Relationship Building, Negotiation
 - **Sales & Business Development:** B2B/B2C Business Development, Go-To-Market Strategy (GTM), Market Research & Competitive Analysis, Sales Forecasting
 - **Digital Marketing & Brand Storytelling:** Influencer Marketing Principles, Digital Campaign Strategy, Content Messaging, Audience Engagement
 - **Sales Operations & Technology:** CRM (Salesforce, Zoho), LMS (Learning Management Systems), Sales Enablement Tools, MS Office Suite, Slack, Asana, Google Workspace
 - **Process Optimization & System Building:** Scalable Process Development, Workflow Automation, Performance Tracking & Analysis, SOP Documentation
 - **Team Leadership & Development:** Team Building, Training & Mentorship, Coaching & Performance Management
 - **Analytical & Business Acumen:** P&L and Growth Management, Data-Driven Insights, Problem-Solving
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PROFESSIONAL EXPERIENCE

Business Development Manager

Elite Elevators - Ranchi, Jharkhand May 2024 – Present

- Orchestrated high-value client acquisition strategy, boosting customer base by 70% in 6 months.
- Formed strategic partnerships with 20+ real estate professionals, expanding pipeline by 45%.
- Surpassed quarterly revenue goals by 15% on average.
- Conducted in-depth product demonstrations and technical consultations to close premium deals.
- Utilized a mix of Above-The-Line (ATL) strategies like print advertisements and digital campaigns, and Below-The-Line (BTL) activities including direct engagement through strategic partnerships and exclusive client events, to maximize market reach and engagement.
- Implemented feedback systems, improving satisfaction by 10% and conversions by 5% through iterative sales process refinements.
- Mentored 5 junior sales executives, implementing structured coaching programs that boosted overall team sales output by 25%.

Freelance Sales & Business Development Consultant

Self-employed | Remote/Onsite March 2022 – April 2024

- Designed and refined scalable sales methodologies and optimized sales operations, resulting in streamlined workflows and improved lead conversion for diverse SaaS & GreenTech clients.
- Developed and managed compelling sales collateral (presentations, product sheets, competitor analysis) to empower sales teams, ensuring consistent brand messaging and impactful storytelling across client interactions.
- Conducted in-depth market/competitor research to define strategic positioning and Go-To-Market (GTM) approaches, identifying key market narratives and audience segments for effective brand penetration.
- Built and onboarded initial sales teams for clients, establishing foundational, scalable sales processes and performance metrics designed for rapid growth.
- Advised early-stage startups on market entry, sales operations, and lead generation strategies.

Business Development Associate

BYJU'S - Ranchi, Jharkhand March 2021 – February 2022

- Exceeded individual sales quota by 146% in under 9 months.
- Expanded client base by 30% through effective territory management.
- Analyzed customer behavior data to enhance engagement and conversion by 10%, leveraging insights to refine messaging strategies and identify content opportunities for improved audience connection.

Sales Officer

Ajanta Pharma Ltd - Ranchi, Jharkhand February 2019 – March 2021

- Surpassed sales target by 115%, awarded "Employee of the Year".
- Successfully launched 3 new products, boosting coverage by 20%.
- Conducted 5 medical outreach events, generating 500+ warm leads.

EDUCATION

Bachelor of Commerce - Vinobha Bhave University, 2016-2019 Intermediate (Commerce) - D.A.V. Public School, 2013-2015 Matriculation - St. Ann's School, 2001-2013

CERTIFICATIONS

- Sales Enablement - HubSpot
- Pursuing: Salesforce Administrator - Salesforce
- Advanced Business Development & Communications - LinkedIn
- Technical Sales: Role of Sales Engineer - LinkedIn
- Business Analysis - Simplilearn
- Fundamentals of Marketing & Communication - UpGrad
- Project Management - Great Learning
- Introduction to Data Analytics - Simplilearn
- Intellectual Property Rights - UpGrad

TOOLS & TECHNOLOGIES

MS Office Suite, Salesforce, Zoho, Slack, Asana, Google Workspace, Microsoft Outlook, OpenAI, LMS Platforms
