

# GAURAV MISHRA

## Business Development Executive – IT Solutions

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### About Me

Dynamic and target-driven **IT Sales and Business Development Professional** with proven experience in lead generation, client acquisition, and consultative selling. Skilled in identifying business opportunities, developing strong client relationships, and delivering customized technology solutions to drive revenue growth. Known for persuasive communication, data-driven decision-making, and a customer-first approach. Adept at leveraging CRM tools, digital platforms, and product knowledge to exceed business goals.

### Experience

<b>ICICI Prudential Life Insurance Co. Ltd.</b> Pune, Maharashtra | Oct 2024 – Present

<i>Business Development Executive</i>

- Achieved and exceeded sales targets through consultative selling and relationship management.
- Managed the complete sales cycle from lead generation to deal closure using CRM and digital tools.
- Conducted client presentations and online demos to promote financial and digital solutions.
- Developed and nurtured long-term relationships with customers, driving repeat business and referrals.
- Provided product advisory aligned with client needs and market trends.

<b>Genesys International Corporation Ltd.</b> Mumbai, Maharashtra | Nov 2022 – Oct 2023

<i>GIS Field Surveyor</i>

- Conducted field surveys using QGIS for data collection, mapping, and geospatial analysis.
- Managed project timelines and team coordination for data synchronization and accuracy using QField.
- Designed and customized data forms and mapping layers to improve workflow efficiency.
- Enhanced operational efficiency through technology-driven field data solutions.

### Education

<b>Master in Data Science</b> 2023

State University Allahabad – Prayagraj, Uttar Pradesh

<b>Bachelor of Science (B.Sc.)</b> 2022

State University Allahabad – Prayagraj, Uttar Pradesh

<b>Higher Secondary (Science)</b> 2019

National Inter College – Prayagraj, Uttar Pradesh

<b>Secondary School Certificate</b> 2017

S.R. Higher Secondary School – Prayagraj, Uttar Pradesh

### Core Skills

- IT Product Sales & Solution Selling
- Lead Generation & Prospecting
- Client Relationship Management (CRM)
- Digital Marketing & Email Campaigns

- Negotiation & Deal Closure
- Data-Driven Sales Strategies
- Technical Product Presentations
- Communication & Team Collaboration

### Technical Proficiency

- CRM Tools (Zoho, HubSpot, Salesforce – familiar)
- Google Workspace & Microsoft Office Suite
- QGIS, QField (Geospatial Tools)
- Email & LinkedIn Marketing Platforms

### Languages

English	★★★★■
Hindi	★★★★★