

# Imran Basha

Business Development Manager

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Creative Business Development Manager with impressive track record of improving sales and growing company customer base. Innovative program management, strategic planning and team leadership skills. Successful team builder with exceptional communication abilities. Committed and motivated student with strong academic record and ready to take on challenging practical assignments. Confident quick learner, able to apply relevant education and training to support business development team.



## Skills

- ◆ Contacted and converted potential customers via telephone, email and in-person enquiries.
- ◆ Customer-oriented, strategic-thinking and meticulous sales professional with over 26 Laks years of experience in building relationships, cultivating partnerships, retaining top accounts and growing profit channels. Multitasking and self-motivated leader with expertise on expanding network connections, introducing products, implementing pricing models, inventory control and projections, vendor relations and territory development. Effective at identifying customer needs to deliver solutions. Tactical team builder and energetic strategic planner seeking to leverage an effective background into BDM role with dynamic organisation.



## Work History

- ◆ **Jun 2022 - Business Development Manager**  
**Current** *Hogoco, Bengaluru*
  - Revenue Generated 70 lakhs with Indian market, Contacted and converted potential customers via telephone, email and in-person enquiries
  - Managed 11 BDA's to Reach the revenue before the departure of target  
Drew on understanding of key markets to push development of business strategies
  - Maintained client records in bespoke CRM systems, ensuring streamlined data processes for maximum efficiency.
  - Optimized operational processes for cost savings, analyzing existing procedures and implementing improvements.
- ◆ **Jul 2021 - Business Development Associate**  
**May 2022** *Byjus Think And Learn, Bengaluru*
  - Generated complex and detailed reports, presenting business development data to senior leaders
  - Evaluated competitor behaviour, identifying trends and strategies to foster growth
  - Nourished client relationships, cultivating trusting rapport and offering incentives to promote retention and satisfaction.



## Education

- ◆ **May 2021 Bachelor Of Technology: Electronic And communication**
- ◆ **May 2017 - Srm University - Chennai**
- ◆ **Apr 2020**



## Certifications

- ◆ **May 2022 CPSP - Certified Professional Sales Person**