

# SHWETA

Business Development Executive

☎ [+91-8750564523]

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## PROFESSIONAL SUMMARY

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Results-driven Business Development Executive with 3+ years of experience in B2B sales and lead generation within the digital marketing industry. Proven ability to identify prospects, build pipelines through targeted cold calling, and convert leads into long-term clients. Experienced in pitching digital marketing packages – including SEO, PPC and social media solutions to business owners across diverse industries. Currently seeking to re-enter the workforce and contribute to a growth-focused digital marketing agency in Delhi NCR.

## WORK EXPERIENCE

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### Business Development Executive | Procamb Strategy

January 2021 – May 2021 | Delhi NCR

- Generated qualified leads through systematic cold calling campaigns targeting SMEs and startups
- Pitched tailored digital marketing solutions to business decision-makers, driving sales pipeline growth
- Maintained follow-up schedules to nurture prospects and accelerate deal closure

### Business Development Executive | AD Word (Digital Marketing Agency)

November 2017 – April 2020 | Delhi NCR

- Drove new client acquisition through high-volume outbound cold calling across industry verticals
- Explained and presented digital marketing packages (SEO, Social Media, Google Ads) to business owners
- Built and managed prospect databases to ensure consistent pipeline activity
- Collaborated with the internal delivery team to ensure smooth client onboarding post-conversion

### Business Development Executive | Global B2B Mart (Digital Marketing Agency)

May 2016 – October 2016 | Delhi NCR

- Conducted cold outreach to B2B prospects, introducing digital marketing services and online business listing solutions
- Educated business owners on benefits of digital presence and generated interest in agency packages
- Consistently met and exceeded weekly call targets and lead generation KPIs

### Customer Relationship Executive | ICICI Lombard General Insurance

December 2015 – April 2016 | Delhi NCR

- Proactively contacted existing policyholders to remind them of upcoming policy renewals
- Retained customers by clearly communicating policy benefits and renewal timelines
- Maintained customer interaction records and ensured timely follow-ups

## CORE SKILLS

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### Sales & Business Development

Cold Calling • Lead Generation • B2B Sales • Client Pitching • Pipeline Management • Follow-up & Nurturing • Customer Retention • Objection Handling

### Digital Marketing Knowledge

SEO • Google Ads / PPC • Social Media Marketing

## Tools & Communication

MS Office (Word, Excel) • CRM Tools • WhatsApp Business • Hindi & Hinglish Communication

## EDUCATION

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**[Bcom]**

*[SOL, University of Delhi] | [2018]*

## CAREER NOTE

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*Took a planned career break from 2021 to 2025 to provide full-time care to an ailing family member. With family responsibilities now settled, I am enthusiastically re-entering the workforce and fully committed to delivering strong results in a business development role.*