

AANYA KAPOOR

Business Development Executive

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PROFESSIONAL SUMMARY

Relationship-first Business Development Executive with 7+ years of experience helping B2B and B2C companies find, engage and convert the right customers. Skilled in lead generation, client acquisition, CRM management, sales strategy, negotiation and market research.

EXPERIENCE

Senior Business Development Executive

2022 - Present

NovaEdge Solutions

Lead multi-channel outbound generating 40+ qualified leads monthly; manage 60+ enterprise accounts (92% renewal).

Business Development Executive

2019 - 2022

Brightline Consulting

Built LinkedIn prospecting playbook; closed \$1.2M in new business across 85 client contracts.

Sales & Outreach Associate

2017 - 2019

Verve Marketing Group

Ran cold-calling and email campaigns; scheduled 500+ discovery meetings; maintained CRM database.

CORE SKILLS

Business Development, Lead Generation, Client Acquisition, CRM Management, Sales Strategy, Email Outreach, LinkedIn Prospecting, Cold Calling, Market Research, Presentation Skills, Communication, Negotiation