

# PRIYANSHU PRAVESH

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## Professional Summary

Experienced professional transitioning from EdTech and healthcare consulting to Business Development. Bringing 1 year of expertise in client engagement and sales with transferable skills in communication, negotiation, and relationship building. Proven ability to convert leads into paying clients that led to increased sales and client satisfaction, and eager to contribute to the finance and compliance services industry with impactful client solutions and business growth.

## Work Experience

### Sales Marketing Executive – Fitelo

Jan'25 – Mar'10

- Conducted consultations to assess client goals and recommend personalized plans.
- Managed the sales cycle, from lead generation to closing, ensuring high client satisfaction.
- Built strong client relationships and provided ongoing support to ensure progress.
- Collaborated with marketing on sales campaigns, increasing brand visibility.

### Business Development Associate – Corizo EDTech

Sep'2 – Dec'12

- Conducted in-depth market research and trend analysis to identify new market opportunities, contributing to the strategic expansion of Corizo's product offerings.
- Successfully converted leads into sales by implementing targeted follow-up strategies, achieving a high conversion rate.
- Developed and maintained a CRM database to track leads and opportunities, improving data accuracy and sales forecasting efficiency.

## Education

### Lovely Professional University – Phagwara, IN

Aug'22-Jun'25

BBA

CGPA 7.6

## Volunteering & Leadership

### Vice President – Esports | LPU

Feb'23 – May'23

- Vice President of Esports club at Lovely Professional University.

## Certifications

### Excel Essential Training – LinkedIn

### Fundamentals of Digital Marketing – Google

### Learning Data Analytics: Foundations – LinkedIn

## Skills

MS Word, MS Excel, MS PowerPoint, Excel Essential Training, Fundamentals of Digital Marketing, Learning Data Analytics

## Projects

### On-Premise Sales Virtual Experience Program | RED BULL

Feb'23

- Analyzed on-premise sales data to identify growth opportunities.
- Created customized data reports for on-premise sales teams.
- Assisted in the development of sales strategies.

### Live Project on Brand Awareness | NESTLE

- Implemented aspects of marketing, advertisement and its visual presentation, and sales pitch for Nestle brand awareness.

### Power BI Data Analytics Project (PwC Virtual Internship – Forage)

Feb'25

- Analyzed and visualized business data using Power BI.
- Created interactive dashboards to derive insights and support decision-making.
- Applied data transformation techniques to enhance report accuracy.