

# PRAVEEN SHRIDHAR BHAT

Business Development Executive | SaaS Sales | Digital Marketing

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## PROFESSIONAL OVERVIEW

MBA graduate with hands-on experience in SaaS sales, lead generation, and CRM-based client outreach. Skilled in crafting targeted email campaigns, conducting product demos, and nurturing high-value prospects. Strong ability to analyze customer needs, create engaging communication, and build long-term relationships. Seeking to contribute to a growth-driven organization as a Business Development professional.

## WORK EXPERIENCE

### Business Development Executive

Legalxgen Software Solutions | Bangalore | Nov 2024 – Present

- Driving lead generation through targeted email outreach, LinkedIn engagement, and CRM-based prospect nurturing.
- Executing persuasive business pitches and product demos to convert prospects into active opportunities.
- Managing Zoho CRM pipeline and generating monthly performance and lead tracking reports.
- Enhancing brand visibility through coordinated digital marketing and content-driven campaigns
- Creating content for email campaigns, blogs, and social media posts to support marketing and outreach goals

### Marketing Intern

Fleetop technologies | April – June 2024

- Tracked and reported weekly performance of ongoing marketing activities.
- Understood customer requirements and coordinated timely resolution support.
- Conducted customer feedback surveys to improve product and service experience.
- Assisted in maintaining client relationships through prompt communication.

## LANGUAGE

- English
- Kannada
- Hindi

## EDUCATION

### Master's Degree

Master of Business Administration  
Acharya Bangalore Business School  
2022 – 2024

### Bachelor's Degree

MES's College of Commerce, Sirsi  
2022

## SKILLS

- CRM Management (Zoho CRM)
- Lead Generation & Customer Engagement
- Sales Pitching & Presentation Skills
- Email Marketing & Outreach
- Social Media Marketing
- Content Creation (Canva)

## PROFESSIONAL DEVELOPMENT

- Conducted product demos for senior stakeholders.
- Built and maintained an active lead pipeline.
- Consistently met outreach targets through structured follow-ups.