



NITIN SANADHYA

Business Development Manager (Digital Marketing Coordinator)

Lead Generation Specialist | Campaign Manager | Account Manager | B2B Email & LinkedIn Outreach | MSP Specialist (USA)

Email – ID : nitin.sanadhya@gmail.com Contact no : +918104955554

Address : 111, Durga colony, Neemach kheda dewali, Udaipur, Raj.

CAREER OBJECTIVE

To help organizations consistently achieve and exceed revenue goals through strategic business development, high-impact outreach, and long-term client relationship building, while positioning myself as a top-performing revenue growth specialist.

PROFILE

Hi, I'm a Digital marketing coordinator and a Business Development Manager specializing in B2B lead generation and international client acquisition across the USA, UK, and UAE. I build consistent sales pipelines through email and LinkedIn outreach, Upwork bidding, and consultative selling for IT, Digital, and SaaS solutions. With 7+ years of experience, I began my career in vendor management, purchasing, administration, and technical marketing, which gave me a strong understanding of business operations and client requirements. This foundation naturally led me into business development, outreach strategy, and relationship-driven sales. I generate and convert leads for SaaS products, Digital Marketing services (SEO, PPC, social media, Performance Marketing), Web Design & Development, Mobile App Development, UI/UX & Branding, and Custom Software & IT Solutions. I manage the complete outreach lifecycle, from prospect research and cold emailing to follow-ups, CRM management, and client discovery calls. I work hands-on with LinkedIn Sales Navigator, Quick mail, and Sales flow, optimizing campaigns through performance analysis and close collaboration with marketing and delivery teams to ensure a seamless end-to-end sales funnel.

CORE PROFICIENCIES

□ **Business Development Manager**

- B2B Lead Generation & Client Acquisition
- Cold Email & LinkedIn Outreach Campaigns
- International Markets (USA, UK, UAE)
- Upwork Bidding & Proposal Management
- Digital Marketing & IT Services Sales
- Client Discovery & Requirement Analysis
- Proposal Writing & Service Pitching
- CRM & Sales Pipeline Management
- Team Handling & Performance Tracking
- Cross-Functional Team Coordination
- Market Research & Prospect Targeting
- Negotiation & Deal Closure

□ **Lead Generation & Outreach**

- Email & LinkedIn Outreach Strategy (Specialist)
- Cold Email Campaigns & Follow-up Sequences
- Lead Prospecting & Qualification

- Copywriting & Personalization Techniques
- LinkedIn Sales Navigator & Professional Networking
- Influencer & Partnership Outreach
- Email Automation & Drip Campaigns

□ Campaign Management & Optimization

- Outreach Campaign Strategy & Execution
- CRM & Lead Management (Retool, Salesnavigator, Juvo Lead Dashboard, Quickmail, Salesflow, Instantly, Gmass, Waalaxy, ClickUp, Numverifier, Contactout, Prospeo, Apollo)
- Data Analytics, A/B Testing & Performance Tracking.
- Email Marketing & Cold Outreach.
- Social Media Engagement & Community Building.
- SEO & Paid Ads Coordination (as Account Manager)
- Cross-Team Campaign Coordination (Outreach, Content, SEO, Google Ads)

□ Business Operations & Client Management

- Business Development & Key Account Management.
- Vendor Management & Negotiation.
- Client Servicing & Relationship Building.
- Technical & Commercial Support to Marketing Teams.
- Operations Management (Purchase, Production, Dispatch)
- R&D/NPD Collaboration & Inventory Control.
- Customer Support & Service Excellence.

PROFESSIONAL HISTORY

Employer: Edysor.Ai, Udaipur (Rajasthan)
 Duration: Jan, 2026 – Present
 Designation: Business Development Manager

Business Development Manager + Digital Marketer – Edysor.ai

1. Drove **B2B client acquisition** by targeting universities and educational consultancies across global markets through strategic outreach campaigns.
2. Built and executed **high-performing email & LinkedIn outreach sequences**, consistently generating qualified leads and meetings.
3. Identified and engaged **key decision-makers** (Admissions Heads, Marketing Directors, Founders) to create new business opportunities.
4. Conducted **discovery calls and needs analysis** to understand admission funnel gaps, lead quality issues, and conversion challenges.
5. Positioned and pitched **AI-driven automation solutions** to improve student engagement, lead qualification, and admission efficiency.
6. Managed the **end-to-end sales funnel** from cold outreach to deal closure, contributing directly to revenue growth.
7. Designed and optimized **student lead generation strategies** using performance marketing channels and outreach-driven funnels.
8. Implemented **lead nurturing workflows** via email, LinkedIn, and WhatsApp automation to improve response rates and conversions.

9. Tracked and analyzed key metrics such as **open rates, reply rates, CPL, and lead-to-admission conversion**, optimizing campaigns accordingly.
10. Collaborated with internal teams to align **marketing strategies, automation tools, and client requirements** for maximum ROI.

Tools & Platforms

- **Lead Generation & Data:** Apollo, ContactOut , Sales Navigator
- **Email Outreach:** Instantly, QuickMail
- **LinkedIn Automation:** Salesflow, Waalaxy
- **Email Verification:** NeverBounce

Employer: Fusion Business Solutions Pvt. Ltd.(FBSPL), Udaipur
Duration: 12 March, 2023 – 14 Nov,2025
Designation: Virtual Assistant (Associate)

Account Manager

- Managed **client relationships**, ensuring high satisfaction and long-term partnerships.
- Developed **email, LinkedIn, and digital marketing campaigns** for lead generation and business growth.
- Oversaw **SEO, PPC, social media, and outreach campaigns** to meet client goals.
- Collaborated with **sales, marketing, and customer support teams** for seamless execution of projects.
- Analyzed KPIs and campaign performance, providing **data-driven recommendations**.
- Negotiated contracts and ensured **timely renewals** for retention.
- Addressed client concerns, ensuring **quick resolutions** and a positive experience.

Outreach Campaign Specialist

- Developed and managed **cold email and LinkedIn outreach campaigns** to generate leads.
- Utilized **Sales Navigator, email automation, and CRM tools** for efficient prospecting.
- Conducted **A/B testing** to optimize engagement and conversion rates.
- Created compelling **email templates and LinkedIn scripts** to improve response rates.
- Tracked and reported on **campaign performance metrics** for continuous optimization.

Virtual Assistant – Digital Marketing

- Managed **social media content** and scheduled posts for increased engagement.
- Assisted **SEO & Paid Ads teams** in keyword research and website optimization.
- Executed **email and LinkedIn marketing campaigns** for lead nurturing.
- Analyzed **marketing data** to refine strategies and improve ROI.
- Assisted in **influencer collaborations and affiliate marketing initiatives**.

Assistant Virtual Assistant (AVA)

- Assisted in **digital marketing campaign execution and content creation**.
 - Monitored **website traffic and SEO performance** using Google Analytics.
 - Managed **customer inquiries and social media interactions**.
 - Assisted in **PPC advertising campaigns and A/B testing**.
 - Conducted research for **outreach opportunities and industry connections**.
-

MSP Lead Generation & Marketing Expertise

- **Lead Generation Strategy:** Expertise in **email & LinkedIn outreach, SEO, PPC advertising, and social media** for building a strong sales pipeline.
- **Appointment Setting & Outreach:** Specialized in **remarketing, direct response campaigns, and prospect engagement**.

- **Marketing Automation & CRM Management:** Strong understanding of **lead scoring, qualification, and CRM integration**.
- **Event & Webinar Promotion:** Expertise in **webinar marketing campaign designing**.
- **Strategic Growth Approach:** Ability to develop and implement **long-term MSP marketing strategies** for sustainable lead generation.

Lead Generation Expertise – Email & LinkedIn Outreach (USA Market)

- Specialized in **B2B & B2C lead generation** through targeted email & LinkedIn campaigns.
- Expertise in **personalized email sequences, audience segmentation, and automation tools**.
- Skilled in **A/B testing, response rate optimization, and CRM database management**.

Expertise in Niche Lead Generation Campaigns

- Specialized in **Law, Medical & Healthcare, Pharmacy**, and other niche industries.

Newsletter Campaign Management

- Skilled in **planning, designing, and executing newsletter campaigns** for audience engagement and conversion.
- Expertise in **compelling content creation, visual design, and personalized messaging**.

Tools & Software

- **CRM & Outreach Tools:** HubSpot, Salesforce, Juvo, Quickmail, Salesflow, ClickUp, Snov.io, Persist IQ, Visitor Que.
- **Advertising & Marketing:** Google Ads, Facebook Ads Manager, SEO Tools.
- **Design & Content Management:** Canva, Adobe Photoshop, WordPress.
- **Data & Analytics:** Google Analytics Dashboard.
- **Project Management & Collaboration:** ClickUp, Slack
- **Lead Generation & Automation:** Sales Navigator, V2 Cloud, Discover Data, User Bouncers, Session.

Employer : Tempsons Instruments Pvt. Ltd., Udaipur.
Duration : 01/11/2020 – 10/03/2023
Designation : Senior Technical support Executive Engineer

Roles and Responsibility :-

- Creation of enquiry and Proposal.
- Email Marketing and cold calling.
- Offer execution in SAP – enquiries, quotation, Offer follow-up, negotiations, terms & condition finalization, order finalization and other coordination with customer
- Having knowledge of all type of Sales Order Booking in SAP like Domestic, Services, Scrap, SEZ and Sample order.
- Customer Creation in SAP.
- Create configurator part no.
- Maintaining all reports like Pending, Dispatch, Quotation.
- Maintaining all Data & Documents regarding orders.
- Working on Stock Order Transfer.
- Having knowledge of Document Upload in SAP.
- Customer Co-ordinations.
- Indexing or scanning of Order.
- Order processing in SAP.
- Attend Weekly error or any issue analysis sessions with team.
- Taken care of all backend activities of the order process.
- Mail handling : mail filtering, acknowledging customers about order status by communicating with production team.
- Technical support – Technical Quarries and other issues regarding offer as well as order

Employer : Arc-Gate, Udaipur Duration
: 01/02/2016 – 20/03/2018
Designation : Market Research Analyst.

Roles and Responsibility :-

- Data collection & cleansing.
- Conducted market and industry research to identify trends, opportunities, and risks.
- Analyzed competitors, target markets, and customer segments.
- Collected and organized data from reports, databases, and online sources.
- Prepared clear research summaries and insight reports for internal teams.
- Supported business and sales teams with market intelligence and buyer insights.
- Tracked market changes, competitor activity, and emerging opportunities.
- Assisted in market sizing, segmentation, and opportunity analysis.
- Presented findings in simple, actionable formats.
- Data enrichment.
- Content moderation.
- Search relevance

TRAINING AND PROJECTS

- Summer Training certification in 220 KV GSS DEBARI, UDAIPUR during 3rd year. TIME PERIOD: 17-05-2015 to 30-06-2015.
- Summer Training certification in HINDUSTAN ZINC LIMITED, DEBARI, UDAIPUR during 3rd year. TIME PERIOD: 01-07-2015 to 03-08-2015.
- Final year project "SOLAR BASED TRAFFIC CONTROL SYSTEM USING CONCEPT OF VEHICLE DENSITY".

EDUCATION QUALIFICATIONS

| Year | Examination | University/School |
|-----------|-----------------------------------|------------------------------------|
| 2023-2026 | Bachelors in Arts and Education | Department Of Education (M.L.S.U.) |
| 2016 | B.Tech (Electrical) {Honours}* | RTU, Kota |
| 2012 | Sr. Sec. (12 th) | St. Paul's Sr. Sec. School |
| 2009 | Secondary (10 th) | Central Public Sr. Sec. School |

INTERPERSONAL & SOFTWARE SKILLS

- Focus on maintaining open communications with co-workers.
- Willingness to Learn in order to improve personal as well as Team's performance.
- Good Communications skills.
- Problem solving ability & Flexibility.
- Proficiency in SAP
- Microsoft word.
- Sales Epicore.
-

ACHIVEMENTS

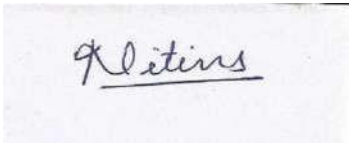
- Awarded for 1st position in secondary examination at school level.
- Received letter of appreciation for participating in International Gandhi GK quiz in year 2008
- Participated & attended NCAET-2014 (National Conference on Advancement in Engineering And Technology vision-2025).
- Attended seminar organized by NCAET-2014 (National conference on advancement in Engineering and technology vision-2025
- Received letter of intent in campus drive from ArcGate.

PERSONAL DETAILS

Father's Name : Udai Ram Sanadhya
Nationality : Indian
Date of Birth : JUNE 04, 1995
Languages known : English , Hindi and Mewari
Permanent address : 111, Durga Colony, Neemach Kheda, Dewali,
Udaipur, Raj. (313001)

DECLARATION

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.



(NITIN SANADHYA)

PLACE : UDAIPUR(RAJ.)

[Type text]