

Jaskaran Singh

Business Development Manager

 juskaran97@gmail.com  +91-8097338090  Mumbai  <https://jaskaransingh.net/>
 [jaskaran-singh-572142129/](#)

PROFILE

Business Development Manager with 4+ years in the ed-tech sector and an MBA in Marketing. Experienced in driving sales growth, building client relationships, and contributing to marketing initiatives that support business expansion. Based in Mumbai, India.

SKILLS

Sales & Business Development:

- End-to-end sales cycle management (prospecting to closure)
- B2C and B2B sales strategies
- Lead generation, pipeline management, and client acquisition
- Cold calling, video/voice calls, and email outreach

Marketing & Branding:

- Business expos, conventions, and event marketing
- Campaign collaboration and brand promotion

Strategic Partnerships & Market Expansion:

- Bulk client acquisitions and corporate tie-ups
- Partner relationship management (250+ partnerships)
- Competitor analysis and market intelligence

Cross-Functional Collaboration:

- Worked with Finance, Content, Marketing, and Customer Support
- CRM feedback and product adoption initiatives

Client Engagement & Relationship Management:

- International client handling (70+ countries)
- Escalation handling and post-sales support
- Referral generation and rapport building

Tools & CRM Expertise:

- Salesforce, Zoho CRM, Zoho Desk, Keka, Sales IQ
- Knowlarity, Ozonetel, WATI, C-Zentrix
- Zoom, Teams, Google Meet, Slack

PROFESSIONAL EXPERIENCE

Business Development Manager

04/2021 – Present | Bengaluru (Remote)

Mindreflex technologies

- Grew client base from **350+ to 7,500+ across 70+ countries** (~2000% growth in 4 years).
- Helped build **250+ B2B partnerships** with sports academies and institutes, driving bulk acquisitions.
- Managed end-to-end sales cycle; closed escalated deals to exceed revenue targets.
- Represented the company at **national expos**, strengthening brand visibility and lead generation.
- Contributed to management strategy sessions and **CRM product trials**.

Business Development Executive

- Collaborated with cross-functional teams (Finance, Marketing, Content, Customer Support) to generate invoices, improve campaigns, enhance website content, and ensure client satisfaction.
- Delivered market intelligence and competitor insights to refine sales strategies.
- Trained and mentored **75+ hires** across sales, support, and backend operations, enhancing team productivity.

Sales Executive

- Assisted senior executives with prospecting, lead qualification, client presentations, and follow-ups, supporting closures.
- Ensured client satisfaction through onboarding and post-sales support.
- Proficient in **Salesforce, Zoho CRM, Zoho Desk, Keka, Sales IQ, Knowlarity, Ozonetel, WATI, C-Zentrix, Zoom Voice, Slack**.

EDUCATION

Masters Of Management Studies

Specialisation in Marketing.
University of Mumbai

08/2018 – 04/2020 | Mumbai, India.

Bachelors Of Management Studies

Specialisation in Marketing.
University Of Mumbai

06/2014 – 04/2017 | Mumbai, India

INTERNSHIPS & PROJECTS

Bombay Management Association

Live project

Solved live corporate challenges for ACC Cement and Vedanta Aluminium, and proposed strategies to improve sales productivity and plant efficiency.

01/2018 – 02/2020

Multi Business Model Innovation, Aarhus University, Denmark

International Internship

Studied business modeling approaches; helped Midtjyllands Airport increase customer flow with minimal investment.

07/2019 – 08/2019

Future Generali Insurance

Internship

Generated leads to convert clients through tailored investment plans, and analyzed competitor strategies.

05/2019 – 06/2019

CERTIFICATES

- Fundamentals of Digital Marketing, Google | May 2024 | Credential ID: 230756053
- Multi Business Model Innovation | Jul 2019
- Erasmus+ Training Boot Camp (Zoon IN Project) | Jul 2019
- IIM Kozhikode Business Analytics | Sep 2018

AWARDS & ACTIVITIES

- 2nd Runner-up, Bombay Management Association 2020 – Solved a live business problem.
- Member, ISEC (Innovation Start-up & Entrepreneurship Cell) – Guided students in start-up initiatives.
- Organized entrepreneurship event with IIT Kharagpur at GNIMS Campus (2019–2020).
- Submitted research paper at W.P.M.C International Conference, 2019.

LANGUAGES

English



Hindi



Marathi



Punjabi

