

Job description
Executive - Business Development

Key requirements:

- 6 months to 1.5 years of experience in Business development
- Experience working with a digital marketing agency is an added bonus
- Strong inclination towards sales
- Good understanding of Digital Marketing
- Experience working on CRM platforms like Hubspot, Leadsquared and Sales Force

Key responsibilities:

- Conduct market research to identify potential new business opportunities and analyze market trends
- Building the database for Business Outreach
- Support the Business Development team by identifying and pursuing new business leads
- Make cold pitches & execute mass emailers activity
- Participate in the creation of business proposals and presentations
- Responding to incoming leads
- Collaborate with cross-functional teams to support business development initiatives, case studies.
- Participate in training programs and workshops to develop skills and knowledge relevant to the role