

Sneha Saluja

Noida

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SUMMARY

Implemented data-driven sales strategies, resulting in a 40% increase in B2B client acquisitions and a 20% increase in B2C customer retention. Proven track record of enhancing productivity, elevating customer satisfaction, and driving revenue growth. Committed to streamlining processes and maximizing team potential, I bring a client-centric approach to deliver tailored solutions and ensure top-notch customer satisfaction. Proficient in identifying upsell and cross-sell opportunities, contributing to substantial revenue growth. Identified and capitalized on upsell and cross-sell opportunities, driving a substantial 25% increase in revenue growth through strategic pricing adjustments and targeted marketing campaigns. Spearheaded revenue growth initiatives in the Study Abroad and Ed-Tech industry, resulting in a 25% increase in annual sales revenue and a 15% improvement in customer satisfaction.

EXPERIENCE

Senior Consultant-Overseas Education • Leverage Edu

June 2022 - Present | Noida

- Sound knowledge of the entire student journey for the United Kingdom, Australia, New Zealand, and Ireland.
- Operations-Based Client Servicing Role
- Advised and guided over 100 students on study abroad opportunities, providing personalized consultations and assisting in program selection, resulting in over 95% student satisfaction rate.
- Developed and delivered training sessions for study abroad consultants on cultural sensitivity, cross-cultural communication, and program administration, improving team performance and enhancing student support services.
- Taking care of the entire Post-Onboarding journey for each student and also handling a team of BDAs, responsible for onboarding students.
- Awarded Performer of the Week for highest applications in a week.

Business Development Manager • Think and Learn Pvt Ltd (BYJU'S)

November 2020 - June 2022 | Noida

- Boosted revenue by establishing and strengthening client relationships, optimizing service for existing accounts.

- Achieved 1Cr in revenue as a BDA within a year, managing 8000 leads on LSQ.
- Led a team of 16 BDAs, generating approximately 1.8 Cr in 6 months, with key roles in auditing, training, and tracking for productivity and revenue maximization.
- Executed outreach to potential customers through various channels, including telephone, email, and in-person inquiries. Collaborated with company departments to develop new strategies, capitalizing on emerging customer and market trends.
- Identified and pursued valuable business opportunities, contributing to increased company revenue and profitability.
- Successfully managed a premium Live Chat campaign, handling student queries, providing product understanding, and converting them into paid users.

SKILLS

- Lead Generation
- Sales Strategy
- Account Management
- Customer Relationship Management
- Business Relationship Management
- Contract Negotiation and Closing Tactics Lead Prospecting

PROJECTS

- NextLevel - Contributed to an AI-based hiring portal's marketing campaign, generating high-quality leads through affiliate marketing ,Improved conversion rates by 5%, significantly enhancing the effectiveness of the campaign and Played a key role in establishing the organization's presence and boosting revenue by 30%.
- Process of GST manufacturing unit - The main aim of the study is to know the different methods of taxation collection analysis entry and analysis of data.

EDUCATION

St. Xavier's College

Accounting • June 2017 - Nov 2020

ACHIEVEMENTS

- Performer of the Week- LEVERAGE EDU- August 2023
- Top Performer Month on Month- Think and Learn Pvt Ltd
- Winner of the Super September competition as a BDA.

DECLARATION

I hereby declare that the above-mentioned information is true to the best of my knowledge.