



SALONI JAIN

PGDM - MARKETING, BACHELOR OF SCIENCE.

Business Development Assistant

OVERVIEW

Saloni Jain is a results-driven sales and marketing professional with over 4 years of experience in marketing and business development. With a strong background in driving revenue growth, expanding client portfolios, and delivering exceptional customer experiences, Saloni is an asset to our organization. Her expertise spans customer service and relations, sales and business development, marketing strategy and implementation, administration and operations management, team leadership, and collaboration.

Saloni's professional journey includes roles such as Senior Manager - Business Development & Marketing at White Globe, Team Leader - Business Development & Marketing at Board Infinity, Sales Operation Associate at Byju's. Her educational qualifications include a Postgraduate Diploma in Management -

QUALIFICATIONS & CERTIFICATIONS

- ✓ Post Graduate Diploma in Management Specialization- Marketing 2018 - 2020 Institute of Technology and Management, Kharghar Navi Mumbai- India
- ✓ Bachelor of Science Specialization- Garment Technology 2015-2020 The Maharaja Sayajirao University Vadodara- India
- ✓ Six sigma certificates -Skill Nation Issued Oct 2022
- ✓ Market Research- Great Learning Issued Jul 2022
- ✓ Certified SAP S/4HANA Sales and Presales expert - SAP PARTNER - EME EDUCATION Issued Apr 2020
- ✓ Digital Marketing Basics- Digital Scholar Issued Mar 2023 Credential ID 94670747460495

PROFESSIONAL EXPERIENCE

Mar 2025 - Present

Business Development Assistant, GUARDIAN Consulting Engineers

Key roles:

- ✓ Business Development & Client Acquisition by identifying and engaging new clients through referrals, cold calling, and other outreach efforts to drive business growth.
- ✓ Client Relationship & Stakeholder Management including decision-making, to establish trust, credibility, and long-term partnerships.
- ✓ Sales Performance & Proposal Management to achieve sales targets, prepare client proposals, and ensure all performance indicators are met.
- ✓ Operational & CRM Proficiency using Microsoft Office and CRM systems to streamline processes, track client interactions, and efficiently follow up on client issues.

May 2023 - Feb 2024

White Globe -Senior Manager- Business Development & Marketing

Key roles:

- ✓ Led strategic business development initiatives, driving revenue growth and expanding the client portfolio across various industries.
- ✓ Developed and executed innovative marketing strategies to enhance brand presence and market positioning.
- ✓ Built and maintained strong relationships with key clients and stakeholders, fostering long-term partnerships and business success.
- ✓ Directed cross-functional teams to create and execute impactful campaigns, educational content, and customized solutions for major clients, ensuring alignment with business objectives.

Jan 2021 - Mar 2023

Board Infinity - Team Leader - Business Development & Marketing

Key roles:

- ✓ Led initiatives to drive growth, establish key partnerships, and expand business opportunities.
- ✓ Managed team performance to achieve sales targets and strengthen market presence.
- ✓ Built and nurtured strong client relationships while identifying new opportunities for business growth.