

Deepanshu Chauhan

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Education

MBA - Marketing & Finance
2017-2019
JIMS, Delhi - AICTE Approved

BBA (Banking & Insurance)
2012-2015
Indraprastha University, Delhi

Expertise

- **Business Market Expansion**
- **Public Presentation Skills**
- **Team Management & Training**
- **Relationship & Rapport Building**
- **CRM Management**
- **Multi Tasking**
- **Strategic Thinking**
- **Sales Leadership**

Internship

Ginesys Pvt Ltd - May'18 to Jul'18
B2B - IT Sales

Bisleri Int. Pvt Ltd - Feb'19 to Mar'19
B2B - Horeka sector

Postgraduate in Management with 8+ years of experience in business development across diverse industries. Skilled in driving revenue through strategic and innovative thinking, I thrive in leadership roles that involve building relationships, mentoring teams, and motivating people. My quick learning and hands-on experience make me a dependable multitasker and team player. I excel at visualising ideas and communicating them clearly, ensuring precision and impact in every project.

Work Experience

Uninist (Joint startup of Londonist & University Living)

Team Lead – International Sales & Growth (June 2023 - till date)

- Built the company from **inception,** defining **sales operations**, **go-to-market strategies,** and **team structure**; collaborated with **HOD** on **strategic planning, performance tracking,** and **business growth initiatives.**
- Drove **market expansion** into **8+ UK cities**, achieving **high occupancy** through **strategic pricing, targeted promotions,** and **city-specific portfolio management.**
- Owned the **full sales lifecycle (B2B & B2C)** from **lead generation** to **onboarding** and **after-sales support;** consistently **exceeded conversion** and **retention targets.**
- Spearheaded **international sales initiatives** via **agency partnerships** and **institutional collaborations;** managed **key accounts** (language schools & education agents), **boosting renewals, upselling,** and **long-term client growth.**
- **Hired, trained, and led a high-performing sales & operations team;** implemented **KPIs, coaching programs, and performance review cycles** to drive results.
- Partnered **cross-functionally** with **marketing, product, and finance teams** to enhance **customer experience and scale operational efficiency.**

Sales Leadership | Business Development | Market Expansion B2B & B2C Sales | Strategic Planning | Key Account Management | Go-to-Market Strategy | Team Management | Training & Coaching | Customer Retention | Cross-functional Collaboration | Revenue Growth

Upgrad - Study Abroad

Senior Academic Counselor – Inside Sales (Oct 2022 – Mar 2023)

- Recognised as **Top Pan-India Performer** by exceeding **200% revenue targets,** while serving as a **Study Abroad Expert** for Germany, Ireland, Finland, USA, UK, Canada & Australia.
- Delivered **career counselling & profile evaluation** to students, mapping suitable higher education programs with international universities.
- Drove **end-to-end sales pipeline management using CRM (LeadSquared)** to convert high-value leads and ensure smooth application processes.
- Collaborated with **cross-functional teams** to meet aggressive deadlines, ensuring seamless admissions & client satisfaction.
- Provided **leadership & training to new hires,** improving sales effectiveness, product knowledge, and performance enablement.
- Designed & implemented **conversion strategies** that boosted lead-to-sale ratios and optimised revenue growth.

Problem Solving | Multi-tasking | Team Training | Team Building & Management | Leadership | Research | Abstract Thinking | Interpersonal Analytical Skills | Relationship Building | Presentation | Auditing | Google Sheets

BYJU'S – The Learning App

Team Leader – Direct Sales (Oct 2021 – Sep 2022)

- Drove **₹1.05 Cr revenue through 523+ B2C meetings,** achieving an **exceptional 99.2% customer retention rate.**
- Recognised as **Star Performer in 3 consecutive cycles, exceeding ₹15 Lakhs quarterly revenue** during challenging market conditions.
- **Took leadership responsibility for 5 months,** mentoring & training new associates on **K9, K3 & K12 products, sales process, and on-the-job performance.**
- Designed & executed **customer retention strategies** with managers, leveraging engagement **tools and techniques** to boost renewals & loyalty.
- Completed **Managerial Development Program (3 months) sponsored by BYJU'S** to **strengthen leadership, sales strategy, and managerial capabilities.**
- Led **direct sales initiatives** through **field sales, calling, networking, social media outreach, and deal negotiations,** consistently exceeding targets.

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Work Experience

BYJU'S – The Learning App

Business Development Associate – Direct Sales (Mar 2020 – Sep 2021)

- Managed end-to-end sales funnel, from lead generation to conversion, achieving and surpassing individual revenue targets.
- Maintained CRM (Leadsquared) to ensure accurate tracking of leads, prospects, and conversions.
- Earned recognition as "Achiever of the Week/Month" multiple times for exceeding sales goals.
- Applied advanced sales strategies including upselling, cross-selling, negotiation techniques, and rapport building to maximise customer value.

Sales Presentation | Counselling | Rapport Building | Negotiation | On the job Training People | Team Leading & Management | Strategic Thinking | Social Influence | Direct Sales | Customer Relationship Management (CRM) | Trust Building | Teamwork | Customer Service | On the spot Closing | Consumer Behaviour

JARO Education

Business Development Executive (Mar 2019 - Feb 2020)

- Approaching working professionals on cold calls, recognize their career requirements and recommend the most appropriate Post-Grad/Doctorate Programs from client Universities/Institutes
- Meeting Face to Face or virtually with the right prospect for counseling and clarifications before closing the Sales
- Worked with cross functional teams for hitting monthly deadlines to achieve monthly targets and ensure CRM is up-to-date (Salesforce)

Communication | Demonstration | Career Counseling | Aggressive Sales | Prospecting | Product Pitching | Consumer Behaviour | Objection Handling | Time Management | Public Speaking | Competitive Analysis

Silverskills Pvt Ltd

Customer Administration Associate (May 2015 - Aug 2017)

- Worked with US based client Brookfield is a Global Mobility Company, which helps their clients in Talent Mobility where the task was to assist the consultants with the administrative work & training new associates for client specific tasks.

Multi tasking | Time Line Management | Verbal & Written Communication | Training People | Flexible Schedule | Client Relations | Microsoft Excel & Office | Auditing | Client Services | Handling Escalations | Report Documentation & ERP Management | Administration & Operations