

Aishwarya Phadnis

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SUMMARY:

Results-driven Sales professional with over four years' experience in generating leads & prospecting clients. Proven ability to excel in an end-to-end sales cycle & target driven environment; achieved 152% revenue targets in a year. Managed B2B sales pipeline as an entrepreneur offering a diversified portfolio of services; grew business by successfully closing & executing 27 project deals.

WORK EXPERIENCE:

Business Development Consultant | Aishwarya Events & Marketing | India Dec 2018 – Jun 2021

- Achieved 152% revenue targets in first 12 months; onboarded 15 clients, small businesses & closed 27 project deals
- Generated leads with a 29% conversion rate; prospected individuals & SMBs using a multi-channel outbound approach
- Managed a sales pipeline to promote a diversified portfolio of 9 service offerings; upselling services as per customer needs
- Qualified clients on discovery meetings to understand objectives & new opportunities; conducted weekly call-connects
- Generated marketing qualified leads by delivering 5 projects spread across content creation, design and brand strategy
- Achieved CSAT score of 96 for enhancing customer experience by effectively executing 27 diverse social & corporate events

Client Support Specialist | Ernst & Young LLP (EY) | Mumbai, India May 2017 – Aug 2018

- Managed 3 large enterprise accounts as a business consulting team; gained revenue growth of 25% in a year
- Achieved a win rate of 84% in delivering sales pitches to prospective C-level client executives of multinational companies
- Performed market research & competitor benchmarking in 6 reviews; recommended tailored growth strategies to clients
- Collaborated with project managers to design 4 digital transformations by identifying challenges in their B2B processes
- Initiated 2 interactive training programs with managers to educate internal team on 'Tech industry' standard practices
- Won the EY Kudos award for exhibiting initiative and leadership skills (2018)

Business Consultant Intern | Ernst & Young LLP (EY) | Mumbai, India Apr 2014 – May 2017

- Identified key decision makers for prospective businesses by researching companies listed under Fortune 500 & 1000
- Consulted businesses to discover challenges by conducting data driven risk analysis in 12 reviews across business verticals; reported multiple discrepancies of over € 10,000 in each review
- Designed a follow up sequence using email automation & call-connects; implemented an internal quality control system
- Won 2 'EY Advisory Excellerator' awards for innovative problem solving, teamwork & exceptional client service (2016)

EDUCATION:

MSc Digital Marketing (Expected Grade 1.1) 2021 - 2022

UCD Michael Smurfit Graduate Business School, Dublin, Ireland

Bachelor of Commerce (Grade 1.1) 2011 - 2014

University of Mumbai, Mumbai, India

ADDITIONAL TRAINING:

Certifications: Google Digital Garage, Google Ads, Digital Advertising, Inbound Sales, CRM

Tools: MS Office (Advanced MS Excel), Qualtrix, Mailchimp, Tableau, Slack, Semrush, LinkedIn Sales Navigator

PROJECTS/ VOLUNTEERING:

- Developed a Mailchimp email marketing campaign driving 87% open rate & 46% CTR for initiating 'UCD Advertising Night' event to promote intercultural awareness & Irish media landscape
- Networked with over 50 professionals in a day at the Dublin Tech Summit 2022 with a tailored LinkedIn follow-up strategy
- Booked meetings with 15% conversion rate with social media outreach strategy, targeting travel influencers for 'Fáilte Ireland'
- Conducted market research, survey analytics for 'Fáilte Ireland'; created campaigns for increasing digital engagement by 10%
- Performed keyword analysis for developing a SEO, PPC strategy & Media Plan with annual budget €100K for Shelbourne hotel