

MUDDASSIR BAIG

BUSINESS DEVELOPMENT MANAGER

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SUMMARY

I'm a Business Development Manager with over 5 years of experience in sales, marketing, and media strategy. I've worked across diverse industries helping brands grow by identifying ideal clients, building strong relationships, and closing high-value deals.

My background spans both the media and SaaS sectors, where I've led outreach campaigns, managed client acquisition, and designed customized automation and marketing solutions. I've driven growth through lead generation, client retention strategies, and performance-driven marketing initiatives.

I'm skilled in tools like Apollo.io, LinkedIn Sales Navigator, and Google Business, and experienced in cold calling, WhatsApp and email marketing, and data-driven sales operations to keep the pipeline active and predictable.

I've also created industry-specific automation and marketing demos for verticals such as Ayurveda, Real Estate, and D2C brands helping prospects visualize real business impact and improving conversion rates.

What motivates me is solving real business challenges, bringing fresh ideas to the table, and building long-term, meaningful partnerships that drive measurable growth.

TECHNICAL SKILLS

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|--|---|--|
| • Lead Generation & Prospecting | • CRM Tools (HubSpot, Zoho) | • Canva (Marketing Collateral Design) |
| • WhatsApp Automation (Chatbot.Team) | • Data Scraping & Enrichment | • B2B Sales Strategy |
| • Apollo.io & LinkedIn Sales Navigator | • Proposal & Pitch Deck Creation | • Industry-Specific Chatbot Flows |
| • Cold Calling & Email Outreach | • Client Relationship Management | • Digital Marketing Basics (SEO, Social Media) |
| | • Google Business Optimization | |
| | • Sales Funnel Development | |
| | • Email Marketing Tools (Mailchimp, Brevo, Gmass) | |

PROFESSIONAL EXPERIENCE

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| Moksha Media Group – Gurugram, Haryana
Business Development Manager | Aug 2025 – Present |
| <ul style="list-style-type: none">• Helping the company grow by finding new clients and building long-term business relationships.• Using tools like Apollo.io, LinkedIn, GMass, and Inc42 (for brand and industry research) to identify and connect with potential clients.• Reaching out through LinkedIn, cold calls, and emails to understand client needs and offer suitable marketing and branding solutions.• Working closely with the creative and strategy teams to prepare marketing proposals and media plans for industries like real estate, lifestyle, and e-commerce.• Following up with clients regularly to ensure satisfaction and continued partnerships.• Keeping track of leads and campaign performance using CRM and outreach tools to improve response rates and conversions. | |

Chatbot.Team – Gurugram, Haryana
Business Development Manager

APR 2025 - AUG 2025

- Led lead generation for WhatsApp automation and chatbot solutions, increasing inbound demo bookings by 30%.
- Built and presented industry-specific chatbot demos for Ayurveda, Real Estate, and D2C brands.
- Used Apollo.io, LinkedIn Sales Navigator, and Google Business to find and connect with decision-makers.
- Managed cold calling, email, and WhatsApp campaigns to fill the sales pipeline with qualified leads.
- Worked closely with marketing to develop landing pages, funnels, and automation flows that boosted conversions.
- Onboarded new clients and provided post-sale support to ensure retention and upselling opportunities.

Prilient Technologies Pvt. Ltd. – Jaipur, Rajasthan
Business Development Manager / Marketing executive

Nov 2023 – Dec 2024

- Generated high-quality leads for IT and digital marketing services, boosting sales by 25%.
- Used Apollo.io, LinkedIn Sales Navigator, and Google Business to target and qualify potential clients.
- Created and delivered persuasive proposals, strengthening client relationships and increasing deal closures.
- Executed email campaigns, cold calls, and data scraping to maintain a consistent flow of leads.
- Increased sales by 20% through effective upselling and cross-selling techniques.
- Collaborated with marketing to build targeted sales material and improve promotional strategies.
- Delivered excellent customer support, resolving client issues quickly and professionally.

Jarvis Invest – Mumbai, Maharashtra
Business Development Manager

July 2022 – Nov 2023

- Identified and onboarded high-net-worth clients for AI-based investment solutions.
- Conducted product demos and personalized consultations, improving client conversion rates.
- Developed partnerships and ran webinars to generate leads and drive brand awareness.
- Helped align sales processes with compliance and customer success teams.

Rio Rabbit – Surat, Gujarat
Business Development Manager / Customer Management.

Jan 2018 – July 2022

- Started as a Key Account Manager (KAM) handling B2B clients and ensuring timely deliveries and support.
- Transitioned into the Non-Delivery Resolution (NDR) team, resolving logistics and customer issues efficiently.
- Represented the brand as a model for product promotions, building personal branding for influencer-led marketing.
- Promoted to Business Development Executive, where I managed online sales growth, collaborated on influencer marketing campaigns, and improved product listings for higher conversions.
- As Business Development Manager, led outreach to distributors, retailers, and collaborated with marketing on seasonal campaigns.
- Participated in trade fairs and events to promote the brand and increase retail partnerships.
- Played a key role in scaling Rio Rabbit's presence across online platforms and retail networks.

EDUCATION

Alfesani High School, Surat

2018 – 2019

Higher Secondary Certificate (HSC)

Indira Gandhi National Open University (IGNOU)

March 2024 – April 2026 (Expected)

Bachelor of Commerce (B.Com (Ongoing)

ADDITIONAL INFORMATION

- **Languages:** English, Hindi.
- **Certifications:** Digital Marketing With AI,PW Skills.