

### CONTACT

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### SUMMARY

Dynamic professional with 3 years of hands-on experience in Business Development. Adept at managing the end-to-end sales cycle, including cold calling, upselling, and closing deals, while simultaneously overseeing the testing lifecycle to ensure high-quality deliverables. Proven track record in creating detailed scope documents, maintaining strong client relationships, and serving as a liaison between technical teams and business stakeholders to drive project success.

### SKILLS

- Lead Generation & Prospecting
- Cold Calling & Client Outreach
- Sales Pitching & Negotiation
- Relationship Management
- Upselling & Cross-selling
- Requirement Gathering & Solution Selling
- Market Research & Competitor Analysis
- Proposal & Presentation

### PROFESSIONAL EXPERIENCE

#### **BUSINESS DEVELOPMENT EXECUTIVE | APRIL 2025 - AUGUST 2025** ELYSIUM GROUPS OF COMPANIES

- Identified and qualified business opportunities, prepared tailored proposals, and negotiated pricing to secure profitable projects.
- Maintained a structured sales pipeline and provided regular reports on revenue growth, client acquisition, and project retention.
- Conducted market research to analyze technology trends, competitor offerings, and client requirements, improving solution positioning.
- Built strong client engagement and pitching skills to convert initial cold leads into long-term business prospects.
- Scheduled product demos, technical discussions, and meetings with key decision-makers through effective cold calling and follow-up strategies.

#### **TEST ENGINEER & PROJECT CO ORDINATOR | NOV 2023 - DEC 2024** UPLOGIC TECHNOLOGIES PRIVATE LIMITED

- Successfully contributed to quality assurance by executing software testing processes, identifying defects, and ensuring timely resolution for smooth project delivery.
- Coordinated end-to-end project activities including requirement gathering, task allocation, timeline tracking, and stakeholder communication.
- Collaborated with clients and cross-functional teams to align project deliverables with business goals and customer expectations.
- Implemented client relationship management strategies, including upselling and cross-selling opportunities, to enhance customer satisfaction and revenue growth.
- Monitored project progress, prepared status reports, and ensured timely delivery through effective coordination

#### **TEST ENGINEER | JULY 2022 - OCT 2023** PROFIT.CO APPS PRIVATE LIMITED

- Partnered with clients to gather business requirements, ensuring clear alignment between technical solutions and customer expectations within an Agile framework.
- Handled client communication and relationship management alongside tracking project progress, identifying risks, and implementing mitigation strategies.
- Assisted in testing activities by preparing documentation, validating system functionalities, and ensuring high-quality deliverables.

### EDUCATION

#### **MASTER OF BUSINESS ADMINISTRATION (HR & MARKETING)**

**AUGUST 2022 - JUNE 2024**

ST. MICAEL COLLEGE OF ENG & TECH, DISTANCE EDUCATION

- CGPA - 7.4

#### **BACHELOR OF ENGINEERING (COMPUTER SCIENCE)**

**JULY 2018 - JUNE 2022**

FATIMA MICAEL COLLEGE OF ENG & TECH, ANNA UNIVERSITY

- CGPA - 7.5