

# Desouza Robert John

No 2 Ghandhi Nagar weavers colony,Coimbatore-641016 (C) -9629533556| E-mail desouzajohn1704@gmail.com/LinkedIn: <https://www.linkedin.com/in/desouza-r-81025a253/> |DOB:07- April-1995| Sex:Female/Marital status: Single/Nationality: Indian

## Professional summary

Results-driven **Senior Business Development Professional** with 7+ years of experience in driving revenue growth, building strategic partnerships, and developing high-performing sales strategies across EdTech, HR, and Financial Services. Expert in **end-to-end sales cycles, relationship management, consultative counselling, and CRM optimization**. Proven ability to exceed targets in competitive markets and contribute to organizational growth through innovative business solutions.

## Skills

- **Business Development & Revenue Growth** – Prospecting, pipeline building, and closing deals.
- **Relationship Management** – Building and nurturing long-term partnerships with clients and stakeholders.
- **Consultative Selling & Counselling** – Understanding client needs and providing tailored solutions.
- **CRM & Tools Expertise** – Salesforce, LeadSquared, MS Office Suite, Google Workspace.
- **Market Research & Competitive Analysis** – Identifying opportunities and aligning business strategies.
- **Negotiation & Presentation Skills** – Driving impactful pitches and securing business.
- **Leadership & Training** – Mentoring and developing junior sales staff.
- **Talent Acquisition (HR Experience)** – End-to-end recruitment, candidate sourcing, and client coordination.

## Professional Experience

### Sr. Academic Counsellor | upGrad Jul 2025-Aug 2025

- Guided prospective learners to select programs aligned with their career goals, improving enrollment conversions.
- Conducted consultative counselling sessions and resolved queries to support learners through the admission process.

### Sr. Business Development Associate | Crio.Do Aug 2024 – Apr 2025

- Led the complete sales cycle, from lead engagement to program enrollment, achieving daily, weekly, and monthly targets.
- Provided market insights and refined sales strategies to maximize conversion rates.
- Maintained CRM integrity and ensured accurate reporting of pipeline and sales data.

## Sr. Business Development Associate | Byju's (Think & Learn Pvt. Ltd) Dec 2020 – Apr 2024

Drove significant revenue growth by executing targeted business development strategies.

- Identified and nurtured hot leads, conducted virtual and in-person meetings, and closed high-value deals.
- Built relationships with schools and parents, delivering presentations and tailored solutions.
- Implemented CRM systems to improve tracking and engagement.
- Mentored entry-level salespeople, enhancing team performance.

## HR Recruiter | Boats Corporate Solutions Mar 2019 – Nov 2020

- Managed full-cycle recruitment, successfully placing candidates across IT and Non-IT roles.
- Reduced time-to-fill by implementing targeted sourcing strategies and effective client collaboration.

## Relationship Manager | Angel Broking Pvt. Ltd Feb 2018 – Dec 2018

- Supported clients with wealth management solutions and educated them on share market trading.
- Promoted financial products, including demat accounts, life, and health insurance.

## Certification & Training

- Supersonic Manager Development Program | Byju's
- IBCC Participant | IIT Madras CEA Fest 2016
- TTR Training Academy Graduate
- Fire Safety & Emergency Training Certified

## Education

Master of Business Administration in Finance at  
Bharathiyar University 2017-2019(Distance  
education)

Bachelor of Engineering in Civil Engineering  
(2013- 2017) secured 1<sup>st</sup> class of 7.65CGPA.|

HSC in Chinmaya vidyalaya mat hr sec sch,Cbe  
Secured 71.3%

SSLC In SSVN Matric Hr sec Sch,Cbe Secured 69%