

# Tushar Bansal

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## Work Experience

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### Kings College, London

Jan 2023 – Feb 2024

#### Marketing Assistant

- Collaborated with the Career Services team to promote university events, job fairs, and employer engagement activities.
- Utilized LinkedIn Navigator and other tools to identify potential employers and invite them to participate in campus recruitment events.
- Managed outreach campaigns through email and phone calls to secure participation and sponsorship for university events.
- Assisted in the development of marketing materials and social media content to promote career services and events.
- Conducted surveys and feedback sessions with employers and students to improve event effectiveness and engagement.

### Uniphore

#### Junior Business Development Representative

Sept 2021 - Dec 2022

- Research and identify prospective clients within the ideal customer profile using prospecting and research tools.
- Execute outbound prospecting campaigns (emails, calls, video-mails, social selling) in coordination with the Growth team to generate leads.
- Engage new customers by understanding their needs, gathering key information, and generating interest to bring high-quality prospects into the sales pipeline.
- Work towards individual and team goals, focusing on monthly targets and KPIs.
- Contribute to building a world-class sales team by bringing in your sales skill set to help establish a high-performing team.
- Maintain and manage your sales pipeline and KPIs effectively, ensuring work is prioritised and time is managed efficiently.
- Demonstrate a strong drive to succeed, motivated by achieving and exceeding targets.
- Showcase a passion for sales, with a proactive approach to expanding your knowledge of the product offering and market.
- Communicate effectively with potential customers, ensuring excellent verbal and written English skills.
- Thrive on autonomy, enjoy a rapid pace, and aim to make a significant impact.

## Education

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### Kings College London

Jan 2023 - Jan 2024

International Business Management

**Relevant coursework:** Marketing Strategies, Sales Management, Business Analytics, Customer Relationship Management.

Member of the Business Club; participated in business case competitions and networking events.

## Skills

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- **Outbound Prospecting:** Skilled in using LinkedIn Navigator, ZoomInfo, Salesforce, and SalesLoft for lead generation and qualification.
- **Consultative Selling:** Adept at engaging prospects to understand their needs and proposing tailored solutions.
- **CRM Management:** Proficient in using Salesforce for documenting and tracking sales activities.
- **Communication:** Excellent written and verbal communication skills, comfortable making cold calls and written introductions up to C-Level.
- **Team Collaboration:** Experienced in working with senior sales teams to achieve business objectives.
- **Organisation & Time Management:** Highly organised, capable of prioritising work and managing time effectively to meet KPIs and targets.

## Certifications

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Salesforce Certified Sales Representative  
LinkedIn Sales Navigator Certification  
HubSpot Inbound Sales Certification