

# Deepal Shukla

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## Summary

I am a Business Development Manager at Fractal31, a leading provider of IT Augmentation and Custom Software Development solutions. With over 10 years of experience in business development and finance, I have a strong background in sales, market analysis, data documentation, and CRM systems. I am passionate and results-oriented, and I thrive on delivering value to clients and stakeholders.

At Fractal31, I orchestrate workflow processes, conduct exhaustive market research, and harness CRM and HubSpot tools to optimize operational efficiency. I actively participate in diverse projects, continuously seeking to expand my knowledge and enhance outcomes, thereby augmenting the overall value in our sales cycle. I specialize in the identification and curation of highly qualified leads to drive growth in our sales pipeline. I leverage my Inbound sales, outbound sales, corporate sales, and CRM software skills to build and maintain strong relationships with prospects and clients, ensuring their satisfaction and loyalty. I am always eager to learn new skills and take on new challenges, and I am motivated by the mission of enabling IT-enabled business transformation for our clients.

## Experience



### Business Development Manager

Fx31 Labs (Formerly Fractal31)

May 2023 - Present (10 months)

1. Proficient in executing targeted prospecting and lead identification using advanced tools such as LinkedIn Sales Navigator. Adept at engaging with C-level executives to strategically propel company growth.
2. Demonstrated expertise in leveraging renowned freelancer platforms including Upwork, Guru, and Fiverr to effectively generate leads and cultivate an expansive client base. Recognized for excellence in managing inbound leads.
3. Skilled in employing CRM tools, specifically HubSpot and ZoomInfo, to meticulously source press releases, news articles, SEC filings, job postings, and other online repositories. Proficient in compiling comprehensive information about industries, geographic locations, revenue, and various company attributes.
4. Accountable for seamless collaboration with the marketing department and pertinent account teams to formulate innovative strategies. Proactively reaching out to potential clients, our collaborative efforts result in successful customer engagement and drive business growth.
5. Committed to enhancing service quality to fuel product adoption and stimulate usage growth. A dedicated focus on expanding the user base contributes to increased product engagement.

6. Effectively oversees and maintains up-to-date and comprehensive account information within HubSpot CRM. This encompasses intricate details such as affiliations, geographic locations, and business interests.

7. Devoted to continuous professional development, consistently staying abreast of the company's full suite of products and services. Proactively evaluates the value of updates and new offerings for strategic business growth. Additionally, adept at proofreading and ensuring the accuracy of NDA documents for client onboarding.



## **Business Analyst/ Business Development Analyst**

**Spearline®**

Mar 2020 - May 2023 (3 years 3 months)

1. In my capacity within the Sales Team, I hold a pivotal role reporting directly to the Head of Sales.
2. My professional portfolio spans a range of key responsibilities, encompassing Lead Generation, Data Documentation, Market Intelligence, and Sales Development.
3. With precision, I orchestrate workflow processes, conduct thorough market analyses, and leverage CRM and HubSpot tools to enhance operational efficiency.
4. Actively engaged in diverse projects, I consistently pursue knowledge expansion to elevate outcomes and contribute to the overall value in our sales cycle.
5. My expertise lies in the identification and curation of highly qualified leads, strategically driving growth within our Sales Pipeline.
6. As a content creator, I shoulder the responsibility of strategically disseminating information through email and telephonic outreach, fostering robust client engagement.
7. Collaborating closely with Enterprise solution managers, I contribute to formulating strategic blueprints, developing targeted client lists, and refining communication strategies that open avenues for new business opportunities.
8. Adept at undertaking the challenge of cold calls, I articulate our product's unique value propositions, cultivating fruitful client relationships and ultimately converting leads into successful sales.



## **Finance Executive**

**APT Business Services**

Jan 2018 - Feb 2020 (2 years 2 months)

1. In my role, I am entrusted with overseeing and facilitating the processing of new applications submitted by advisers through our online application form.
2. My responsibilities include a meticulous review of each application to guarantee full compliance with Anti-Money Laundering (AML) identification requirements.
3. Collaborating closely with banking partners, I initiate necessary processes from their end, ensuring a seamless application experience for our advisers.

4. Maintaining effective communication with applicants is paramount, and I provide timely updates on the status of their applications, ensuring transparency and fostering overall client satisfaction.

5. Furthermore, I bear the responsibility for the accurate and confidential input of applicant Know Your Customer (KYC) information into our client's website. This includes a commitment to maintaining data integrity and upholding rigorous compliance standards throughout the entire process.

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### **Medical Biller**

CrystalVox Global LLP

Aug 2017 - Dec 2018 (1 year 5 months)



### **Team Coach**

ASCENDUM KPS

Sep 2014 - May 2017 (2 years 9 months)



### **Customer Service Representative**

ASCENDUM KPS

Sep 2012 - Sep 2013 (1 year 1 month)

## **Education**



### **Kerala Samajam Model School**

SMU

### **Sikkim Manipal University - Distance Education**

Bachelor of Business Administration - BBA, Finance

## **Skills**

Sales • Inbound Sales • Business Development