

KHUSHBU SONI

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VISA STATUS: SPOUSE VISA (UAE)

INSIDE SALES / BUSINESS DEVELOPMENT EXECUTIVE

PROFESSIONAL SUMMARY

Business Development professional with around three years of experience across full-time and freelance roles. Strong background in cold calling, B2B lead generation, client acquisition, and sales support for service-based and technology-driven businesses. Experienced in working with multiple industries and building long-term client relationships through consistent follow-ups and consultative selling.

CORE SKILLS

Cold Calling & Tele Calling	B2B Lead Generation & Qualification
Client Acquisition & Retention	Multi-Industry Targeting
CRM & Lead Management	Sales Strategy & Follow-Ups

PROFESSIONAL EXPERIENCE

Freelance Business Development Consultant

Self-Employed | Remote | Nov 2025 – Present

- Supporting startups, agencies, and service-based businesses with lead generation and client acquisition
- Conducting cold outreach, follow-ups, and initial client conversations
- Assisting in sales strategy, pipeline building, and CRM updates
- Helping businesses identify growth opportunities and improve conversion consistency

Business Development Executive

Augmetic Infinite LLP | Ahmedabad, India | Apr 2023 – Apr 2025

- Executed high-volume cold calling and telecalling across multiple industries
- Generated and qualified B2B leads for service-based and enterprise clients
- Identified client requirements and positioned suitable services and solutions
- Converted one-time discussions into recurring client engagements
- Maintained long-term client relationships and managed CRM records

KEY PROJECT EXPERIENCE

Real Estate: Cold calling, buyer & investor qualification, lead follow-ups

Healthcare: Appointment coordination, CRM support, lead management

Enterprise IT: ERP, Salesforce, and SaaS lead qualification

EDUCATION

Master's Degree – Organic Chemistry

Gujarat University