

# Business Development Executive ( 2+ year )

We're looking for a proactive Business Development professional with up to 2 years of experience to drive lead generation, client communication, and sales outreach. Ideal for someone with prior exposure to client acquisition in the digital marketing or IT services space, looking to further strengthen their business development expertise.

## Key Responsibilities

- Promote company services including **SEO, SEM, Web Designing, SMO**, etc.
- Develop business opportunities with **creative and unique ideas**.
- Understand and implement **SEO/SEM strategies** to achieve client goals.
- Track, analyze, and report **project results and performance metrics**.
- Provide **feedback and insights** to managers.
- Research **market trends** and competitor activities.
- Attend **meetings, training sessions, and seminars**.
- Conduct **cold calls, sales outreach, and lead generation** with strong follow-up.

## Prerequisites

- Proficient in MS Office (Word, Excel, PowerPoint).
- Strong presentation, communication skills, especially for international clients.
- Basic knowledge of search marketing across online channels.
- Professional, enthusiastic, ambitious, and confident personality.
- Excellent negotiation skills and self-motivated “go-getter” attitude.
- Highly organized, detail-oriented, with outstanding analytical and prioritization skills.