ASHUTOSH SHUKLA

Noida , Uttar Pradesh, IN **| Email: ashutosh6471@gmail.com** |**linkedin.com/in/ashutosh-shuklaa/** | 🔗 **Portfolio**

PERSONAL STATEMENT

Founder-led Business Development professional with proven experience building and scaling revenue-generating service businesses from scratch. Demonstrated success in closing **40+ paid deals**, managing **20+ international clients**, and expanding single-phase contracts into **multi-phase engagements**. Strong background in **IT services, web and cloud solutions, and career & professional branding**, with end-to-end ownership of sales, proposals, pricing, delivery coordination, and account expansion.

CORE BUSINESS DEVELOPMENT SKILLS

Sales & Client Acquisition: B2B Sales, B2C Sales, Lead Generation, Prospecting, Client Acquisition Strategy, Discovery Calls, Requirement Gathering, Consultative Selling, Objection Handling, Deal Negotiation, Deal Closure

Revenue & Growth Strategy: Revenue Generation, Deal Structuring, Pricing Strategy, Value-Based Pricing, Service Packaging, Bundling, Upselling, Cross-Selling, Account Expansion, Client Retention, Client Lifetime Value Optimization

Sales Operations & Pipeline Management: Sales Funnel Management, Pipeline Tracking, Forecasting Basics, Proposal Drafting, Documentation, Payment Coordination, Follow-Ups, CRM Exposure, Lead Tracking, Client Management

Account & Stakeholder Management: Account Management, Relationship Building, Stakeholder Communication, Expectation Management, Long-Term Client Engagement, Client Success, Post-Sale Support, Escalation Handling

Market Research & Positioning: Market Research, Competitive Analysis, Target Audience Identification, Service Positioning, Go-To-Market Fundamentals, Geography-Based Pricing Strategy, International Client Handling

Solution & Delivery Collaboration: Solution-Oriented Selling, Cross-Functional Collaboration, Scope Definition, Change Management, Delivery Timeline Planning, Milestone Coordination

Founder & Leadership Capabilities: Founder-Led Sales, End-to-End Business Ownership, Strategic Decision-Making, Process Building, Operational Optimization, Client Trust Building, Brand Development

WORK EXPERIENCE

RIPPLE NEXUS — Noida, India | 🔗 **Website**   *Aug 2024 – Present*

Founder – Business Development & Technology: Founded and scaled a technology services startup delivering web and cloud solutions to Indian and international clients. Owned the **complete business development and client delivery lifecycle**, from lead generation to long-term account management.

Business Development & Growth

- Generated, pitched, and **closed 15+ B2B client engagements** by managing lead discovery, requirement analysis, proposal creation, pricing discussions, and deal closure.
- Successfully **closed a $1,500 USD international Phase-1 deal** and expanded it into a **multi-phase engagement totaling $2,100+ USD**, with Phase-2 currently ongoing.
- Built and managed long-term client relationships, enabling **repeat business, upsells, and scope expansion**.
- Conducted market research and prospect qualification for **IT services** and **digital transformation projects.**

Career & Professional Branding Business (Founder-Led Revenue Vertical)

- Conceptualized, launched, and scaled a **career & professional branding services business** offering Resume Design, LinkedIn Profile Optimization, and Cover Letter services.
- **Closed 40+ paid client deals independently**, converting small-ticket offerings into a structured, high-conversion service model.
- Acquired and served **20+ international clients** across **USA, UK, UAE, Sri Lanka, Singapore, Germany, Australia, Indonesia, Egypt, Malaysia (Kuala Lumpur)**.
- Closed international deals ranging from **$200–$250 USD per client**, with variable upsells based on seniority, customization, and turnaround time.
- Owned the **complete sales lifecycle**: discovery calls, needs assessment, value-based pitching, package creation, pricing negotiation, payment coordination, and post-delivery relationship management.
- Increased deal value and client lifetime value by **bundling resume, LinkedIn optimization, and cover letter services** into outcome-focused packages.
- Maintained strong client satisfaction, referrals, and repeat engagements through clear communication and delivery ownership.

Account & Delivery Management

- Acted as the **primary point of contact** for all clients, ensuring clear communication, milestone alignment, and expectation management.
- Coordinated with developers and designers to translate business objectives into executable technical and branding solutions.
- Ensured **100% on-time delivery** across all client projects, improving trust, retention, and long-term engagement.

Strategic & Operational Ownership

- Handled **pricing strategy, service positioning, and proposal optimization** for domestic and international markets.
- Represented the company in client meetings, demos, and solution discussions with founders, managers, and decision-makers.
- Built scalable internal processes for **client onboarding**, documentation, delivery coordination, and post-sale support.

KEY CLIENT ENGAGEMENT (FLAGSHIP DEAL)

US-Based Non-Profit Organization (LCB Project)

- Closed and managed a **multi-phase B2B digital transformation project valued at $2,100+ USD**
- Owned lead discussions, scope definition, proposal negotiation, delivery coordination, and Phase-2 expansion
- Demonstrated strong **account expansion, stakeholder management, and long-term client retention**

TECHNICAL & DOMAIN KNOWLEDGE

Solution Selling for Web and Cloud-Based Platforms, CRM Exposure, Documentation and Proposal Tools, Understanding of SDLC, Scope Management and Delivery Timelines, Ability to Translate Business Needs into Technical and Branding Solutions

ACHIEVEMENTS AND AWARDS

- Founder of Ripple Nexus — built and monetized a multi-service business from scratch
- Closed **40+ total deals** across tech services and professional branding domains
- UP State Scholarship Recipient (2023–24, 2024–25)
- Campus Ambassador — IIT Delhi Rendezvous'23
- 3rd District Merit — CBSE Class X (92.8%)

EDUCATION & CERTIFICATIONS

Galgotias College of Engineering & Technology, Greater Noida
*Bachelor of Technology (Computer Science & Engineering), **CGPA:** 7.31 (Till 2nd Year)*   ***Oct 2023 – Present***

Central Board of Secondary Education
*Senior Secondary(12th), **Percentage:** 87.4%*   ***Jul 2022***

Central Board of Secondary Education
*Secondary(10th), **Percentage:** 92.8%*   ***Jul 2020***

Certifications:

- Google UX Design Specialisation – 2023
- UI/UX Design Specialisation by CalArts - 2023

Languages: Hindi (Native), English (Professional Working Proficiency)