

# BHAWAY BHALLA

📍 Rani Bagh, New Delhi-110034, New Delhi,  
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## PROFESSIONAL SUMMARY

Passionate about technology with a strong focus on digital marketing and AI-powered tools. Skilled in SEO, social media marketing, and AI prompt engineering. Experienced in sales and technical support.

## EMPLOYMENT HISTORY

Mar. 2025 - Present  
Ahmedabad, Gujrat

**AI Driven-Digital Marketing & Sales Strategist , Saakh - SME Reputation scoring platform**

- ✓ AI-Driven Digital Marketing – Optimizing campaigns with AI tools.
  - ✓ Content & Brand Development – Creating high-impact marketing content.
  - ✓ SEO & Performance Marketing – Boosting visibility & lead generation.
  - ✓ Sales & Lead Generation – AI-powered CRM & automated outreach.
  - ✓ Data & Market Insights – AI analytics for smarter strategies.
  - ✓ PR & Media Strategy – Strengthening brand presence.
  - ✓ Team Leadership – Aligning teams for business success.
- Consult with sales, media and marketing representatives to obtain information on product or service and discuss style and length of advertising copy.
  - Compile lists describing product or service offerings.
  - Advise business or other groups on local, national, or international factors affecting the buying or selling of products or services.
  - Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, or return-on-investment and profit-loss projections.
  - Coordinate or participate in promotional activities or trade shows, working with developers, advertisers, or production managers, to market products or services.
  - Direct the hiring, training, or performance evaluations of marketing or sales staff and oversee their daily activities.
  - Confer with legal staff to resolve problems, such as copyright infringement or royalty sharing with outside producers or distributors.

Feb. 2024 - Oct. 2024  
Gurugram, Hariyana

**Data Recovery Associate, Stellar Information Technology pvt Ltd.**

Jun. 2022 - Nov. 2023  
Gurugram, Haryana

- Answer telephones and give information to callers, take messages, or transfer calls to appropriate individuals.
- Conduct research, compile data, and prepare papers for consideration and presentation by executives, committees and boards of directors.
- Conduct searches to find needed information, using such sources as the Internet.
- Manage and maintain executives' schedules.
- Enroll individuals to participate in programs and notify them of their acceptance.
- Create, maintain, and enter information into databases.
- Provide services to customers, such as order placement or account information.
- Maintain scheduling and event calendars.
- Complete forms in accordance with company procedures.
- Managed technical support, sales, and software sales for international and domestic clients.

#### **Technical Support Advisor, Concentrix**

Provided support for Dell products, troubleshooting, and remote assistance for US clients.

- Answer telephones and give information to callers, take messages, or transfer calls to appropriate individuals.
- Create, maintain, and enter information into databases.
- Provide services to customers, such as order placement or account information.
- Locate and attach appropriate files to incoming correspondence requiring replies.
- Perform payroll functions, such as maintaining timekeeping information and processing and submitting payroll.
- Train and assist staff with computer usage.
- Take dictation in shorthand or by machine and transcribe information.
- Greet visitors or callers and handle their inquiries or direct them to the appropriate persons according to their needs.
- Complete forms in accordance with company procedures.
- Maintain scheduling and event calendars.
- Coordinate conferences, meetings, or special events, such as luncheons or graduation ceremonies.
- Order and dispense supplies.
- Schedule and confirm appointments for clients, customers, or supervisors.
- Develop or maintain internal or external company Web sites.

Nov. 2021 - Jan. 2022  
Jaipur, Rajasthan

#### **Business Development Trainee, Byjus**

Achieved sales of 1,50,000 INR in 4 weeks.

Involved in cold calling, fieldwork, and conducting meetings.

- Direct foreign sales and service outlets of an organization.
- Assess marketing potential of new and existing store locations, considering statistics and expenditures.
- Plan and direct staffing, training, and performance evaluations to develop and control sales and service programs.
- Monitor customer preferences to determine focus of sales efforts.
- Direct, coordinate, and review activities in sales and service accounting and recordkeeping, and in receiving and shipping operations.
- Advise dealers and distributors on policies and operating procedures to ensure functional effectiveness of business.
- Determine price schedules and discount rates.
- Review operational records and reports to project sales and determine profitability.

Mar. 2021 - Nov. 2021  
Noida, Uttar Pradesh

#### **Sales Officer, Indiabulls**

Stayed informed about the Dhani One Freedom Card and industry changes.Managed sales roles and exceeded targets by effectively promoting credit card products.

- Stock shelves, and mark prices on shelves and items.
- Keep periodic balance sheets of amounts and numbers of transactions.
- Assist with duties in other areas of the store, such as monitoring fitting rooms or bagging and carrying out customers' items.
- Sort, count, and wrap currency and coins.

EDUCATION

- Apr. 2024 ● GED:The Complete Digital Marketing Course - 12 Courses in 1
  - Udemy, Online, Remote
- Apr. 2024 ● GED:Social Media Marketing MASTERY 2025 | Ads on 10+ Platforms
  - Udemy , Online, Remote
- Jan. 2021 ● GED:Advanced National Institute of Information Technology
  - National Institute of Information Technology, New Delhi, Delhi
- May. 2018 ● BCA:Bachelor's in computer applications
  - Mangalam School of Management & Technology, New Delhi, Delhi, In, Delhi

SKILLS

- Experienced ● Digital Marketing
- Experienced ● AI Tools
- Experienced ● SEO
- Experienced ● Social Media Marketing
- Experienced ● Sales
- Expert ● Technical Support
- Experienced ● Content Development
- Experienced ● Canva
- Experienced ● Chatgpt
- Experienced ● Prompt Engineering

LANGUAGES

Conversational ● **English**

Native speaker ● **Hindi**

## WEBSITES

[www.bhawaybhalla.in](http://www.bhawaybhalla.in)

<https://linktr.ee/bhawaybhalla>