



MANGAL ANALYTICS AND RESEARCH CONSULTING PRIVATE LIMITED[®]

Delivering Excellence, Partnering Success.

Job Title: Business Development Executive

Company Profile	<p>MARC is a business consulting firm engaged in the business of Mergers and Acquisitions Advisory, Business Analytics and Research, Internationalization, and Growth Strategy. We have to our credit, over a decade of experience and expertise through our past associations with the Big 4, reputed MNCs, and a multi-faceted and skilled team. This enables us to offer customized and timebound solutions to complex business problems through our research and analytical insights.</p> <p>At MARC, we assist our partners in discovering the power and importance of combining market research and data analytics to achieve significant improvements in efficiency and achieve scale. This results in the ability to seize opportunities and make informed decisions for expansion and growth. MARC has been a proven problem solver in areas of mergers and acquisitions, market research, and business analytics for Investment Bankers, Investors, Management Consulting Firms, and Small and Medium-sized businesses in various industries across the globe. We at MARC, endeavor to partner with our clients to help unlock their true potential and assist them to grow strategically and achieve unprecedented levels of success in their business.</p>	
Qualification	BBA ,Post-graduation degree in marketing	
Job Description / Responsibilities	<ul style="list-style-type: none"> • Responsible for B2B services sales and business development not restricted to any region or territory. • Responsible for overall lead generation by the business development and marketing team. • Identifying potential prospects via various channels and relevant business websites. • Understand needs of clients or issues faced and respond effectively with a plan to address the clients' issues through our offerings – Mapping our business strengths with client requirements. • Be active in scouting leads and converting them into meetings. • Identify and explore new opportunities for business and revenue growth. • Conduct marketing and brand building initiatives. • Responsible for identifying & expanding business opportunities with clients & customer retention. • Prepare & present periodic business reviews to management - leads generated, meetings scheduled, and new business prospects. • Exposure to CRM and should be able to track all activities there. • Represent the company at networking events - Build and develop strong relationships with industry professionals, competitors, and potential clients. 	



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Desired profile of the candidate	1-4 Years of experience Strong communication skills (oral/written) Experienced in digital marketing ideally for a services / B2B industry Experience in branding and developing and executing of branding strategies Experienced in Canva, social media, digital marketing, SEO, content creation, LinkedIn, email marketing, paid ads, Social media strategies, content creation
Location of posting	Panjim/Margao
Contact Information	Careers@marcglocal.com
Website :	www.marcglocal.com