

PULLURI RAHUL

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Summary

Results-driven Business Development Executive with 1.5+ years of experience in outbound prospecting, lead qualification, and pipeline generation within IT and clinical services. Proven ability to engage global decision-makers, build value-driven conversations, and convert prospects into sales opportunities. Skilled in multi-channel outreach, CRM tools (Salesforce, LinkedIn Sales Navigator), and pipeline management, with a strong interest in building a career in SaaS sales.

Education

2020-2024	PARUL UNIVERSITY B. Tech CSE (AI & ML) CGPA: 7.72/10	Vadodara, Gujarat
2018-2020	Meluha International School Telangana State Board of Intermediate Education Class 11 & 12: Maths, Physics & Chemistry Score: 777/1000	Hyderabad
2017-2019	Sreenidhi High School Telangana State Board of Secondary Education Class 10 GPA: 9.0/10	Telangana

Experience

Oct'24-Present	VAICS Consulting Business Development Executive <u>Pipeline Generation & Prospecting</u> <ul style="list-style-type: none">Built and maintained a strong outbound pipeline by generating targeted prospects and converting them into qualified leads and opportunities.Identified and targeted Ideal Customer Profiles (ICPs) by analysing industry segments, company size, and business needs.Penetrated net new accounts using structured account research and persona mapping to improve outreach effectiveness.Identified and mapped key stakeholders within target accounts to enable multi-threaded engagement and improve conversion potential. <u>Conversion & Revenue Impact</u> <ul style="list-style-type: none">Added 3 new client accounts through targeted outbound prospecting and value-driven engagement, contributing to business growth.Converted outbound prospects into qualified opportunities by aligning solutions with client needs and business challenges.Improved lead quality by qualifying prospects based on business fit, urgency, and opportunity potential before pipeline progression. <u>Sales Execution & CRM Management</u> <ul style="list-style-type: none">Managed and tracked a high-volume sales pipeline using Salesforce CRM and LinkedIn Sales Navigator for structured follow-ups.Supported deal progression and onboarding through collaboration on RFPs, NDAs, and vendor documentation processes.Reviewed and maintained Master Service Agreements (MSAs), ensuring accuracy, compliance, and alignment with client and organizational requirements.Contributed to CRM design and optimization in collaboration with the Salesforce team to improve pipeline visibility and workflows. <u>Strategy, Enablement & Content</u> <ul style="list-style-type: none">Contributed to Go-To-Market strategies by identifying high-potential segments and aligning outreach with market opportunities.Standardized business development processes by creating SOPs, implementation guides, and structured sales playbooks.Managed the BD Learning Management System to support onboarding and continuous development of the sales team.Managed and grew the organization's LinkedIn presence by publishing domain-driven content to improve reach and engagement.Optimized personal LinkedIn outreach by refining connection requests, increasing acceptance rates and prospect engagement.	Hyderabad
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Projects

Hostel Adda	<ul style="list-style-type: none">Developed a hostel-finding platform to help students and travelers identify suitable accommodation options efficiently.Collaborated with a cross-functional team to build a web-based platform aligned with defined business and product objectives.Conducted market research and contributed to pricing strategy and user acquisition planning to support platform growth.Assisted in defining the business model, partner engagement approach, and customer journey to improve user experience.Coordinated between technical and marketing teams to ensure alignment with business goals and timely project execution.Gained experience in client engagement, requirement analysis, and business process planning to strengthen operational workflows.
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Certifications

- Data Science Student Intern @ Excelr
- Data Science Course @ Skill Vertex
- Introducing to Automotive Industry @ SAP
- Discovering SAP Successfactors HCM Solutions @ SAP
- Sales Navigator Best Practices Skillset @ LinkedIn
- LinkedIn Sales Navigator: Essentials @ LinkedIn
- Enable your Sales Navigator Team Completion Certificate @ LinkedIn

Skills

Sales Strategy & Deal Closure | Research & Opportunity Identification | Sales Strategy & Pipeline Development | GTM | Competitive Analysis | Building Client Relationships | Working with Global Markets | Collaboration & Mentorship | CRM Tools: LinkedIn Sales Navigator, Salesforce, Technical Understanding of SAP Modules