

# SHIBENDU ROY

## Pre-Sales & IT Sales Analyst | BDE



### CONTACT

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### HARD SKILLS

#### Sales & Business Development

- IT sales, proposal drafting, and client presentations
- Online bidding (Upwork, Freelancer, etc.)
- Lead generation, prospecting, email marketing
- B2B and B2C campaign handling

#### Project & Client Management

- Client communication & requirement gathering
- Project coordination & task tracking
- QA (Manual testing, test case preparation)

#### Marketing & Content Strategy

- SEO content writing, keyword research, blog writing
- Infographics, technology blog graphics, client presentations



### PROFILE

Business Development Executive and IT Sales Consultant with 6+ years of experience in web and software development consulting, client acquisition, and sales strategy. Skilled in online bidding, proposal writing, lead generation, and client communication. Adept at identifying client requirements, presenting tailored IT solutions, and driving revenue growth. Experienced in QA coordination and project support for international clients. Proficient in content strategy, keyword research, and sales presentations to support business expansion.



### WORK EXPERIENCE

#### 1. Web Spiders Pvt Ltd | Oct 2025 – Present Pre-Sales Executive | Analyst

- Conducting outbound B2B sales campaigns for IT and digital solutions
- Preparing RFS, SoW, RFQs, and proposals for Govt & private tenders (GeM, GeBiz)
- Manual QA testing and preparation of test cases as per requirements
- Guiding clients on website design and optimization for business growth
- Achieved consistent monthly sales targets through tailored IT solutions

#### Key Project: IPI Singapore

- Supported QA and project coordination for digital/web initiatives
- Managed client communication with international stakeholders for requirement gathering and updates
- Assisted in project management, including task tracking, coordination, and delivery alignment
- Performed manual QA testing to ensure functionality and quality before deployment
- Contributed to documentation and execution aligned with client requirements

## TOOLS & PLATFORMS

- Trello, Jira, ClickUp (Project Management)
- Canva, MS Word, PowerPoint, Excel
- Upwork, Freelancer, CRM tools (Zoho & HubSpot)

## LANGUAGES

- English
- Bengali
- Hindi

## PERSONAL DETAILS

- Name: Shibendu Roy
- Father's Name: Sambhu Nath Roy
- DOB: 30.04.1991
- Gender: Male
- Nationality: Indian
- Marital Status: Unmarried

## EXTRACURRICULAR ACTIVITIES

- Music, Emcee, Drama
- National-level competition certificates

### 2. Capsquery Pvt Ltd | Sep 2021 – May 2025 Business Development Executive | Upwork Bidder | IT Consultant | Content Writer

- Consulted clients on web and software development solutions aligned with business goals
- Prepared and delivered persuasive proposals and presentations
- Managed Upwork and Freelancer platforms to secure IT projects
- Collaborated with marketing team for SEO content and infographics
- Supported consistent business growth through strategic sales efforts

### 3. Flex Technology Pvt Ltd | May 2019 – Mar 2020 Customer Care Executive | B2B Sales Campaign

- Conducted outbound B2B sales campaigns promoting IT solutions
- Managed client accounts and ensured timely follow-ups
- Enhanced engagement through solution-oriented communication

### 4. Smart Call Centre | Oct 2017 – Nov 2018 Customer Care Executive | Website Consultant

- Led website consultation and digital marketing sales campaigns
- Guided clients on website design and SEO optimization
- Consistently achieved monthly sales targets

### 5. Synthesize Staffing & Recruitment Pvt Ltd | Jun 2016 – Oct 2016 Associate Trainee Recruiter

- Assisted in sourcing, screening, and shortlisting candidates
- Coordinated interviews and maintained candidate databases

Professional Break (Nov 2016 – Oct 2017)

Focused on competitive exam preparation and personal development.

## EDUCATIONAL DETAILS

Qualification	Board/University	Year	Grade/Class
Diploma	C.M.C	2016	C
B.Com	Calcutta University	2012	Pass
Higher Secondary	WBCHSE	2009	I
Secondary	WBBSE	2007	II

### Declaration

I hereby declare that the above particulars are true to the best of my knowledge and belief.