

Harleen Kaur Lally

+91 8305562265 | harleenlally02@gmail.com

EDUCATION

DAVV, Indore

Master of Business Administration

April 2016 - April 2018

Barkatullah University, Bhopal

Bachelor of Commerce

April 2012 - April 2015

EXPERIENCE

Business Development Manager

March 2026 – April 2026

Nexthire

- Generated and qualified leads through cold outreach, LinkedIn, and networking
- Built and maintained strong client relationships to drive business growth
- Negotiated contracts and achieved monthly revenue and client acquisition targets
- Oversaw client onboarding process to ensure smooth transition into project delivery phase.
- Maintained sales pipeline and updated activities in CRM
- Developed internal reports and documentation for employee records

Business Development Manager

April 2025 – Jan 2026

La Vie Design Studio

Indore, MP

- Identified and pursued new business opportunities across domestic and international markets.
- Conducted client research, cold outreach, and lead nurturing via email, LinkedIn, and industry platforms
- Delivered compelling sales pitches tailored to client needs
- Oversaw client onboarding process to ensure smooth transition into project delivery phase.
- Maintained ongoing client relationships to drive repeat business and upsell opportunities
- Developed internal reports and documentation for employee records and publication data
- Coordinated and executed internal team engagement events (e.g., Fun Fridays, cultural activities)
- Adapted to dynamic startup needs, taking on cross-functional responsibilities

Sales and HR Executive

June 2022 – December 2024

Vaya and Gandhi Chartered Accountants

Ratlam, MP

- Developed proposals and business strategies to acquire clients, optimizing marketing campaigns based on performance metrics
- Monitored marketing performance, analyzed deviations, and provided actionable insights to improve client acquisition and business development
- Proposal development for potential clients and addressing their business and loan needs
- Handled negotiations including terms and pricing
- Worked closely with senior partners to align sales with service offerings
- Follow ups for smooth sales initiation
- Recruitment of new employees, interview sessions, screening and onboarding

Assistant Professor, TPO Coordinator

July. 2022 – March 2023

SYSITS

Ratlam, MP

- Led the department in handling admissions, analyzed student data to optimize academic programs and improve placement opportunities.
- Coordinated admission events such as open houses and information sessions
- Collaborated with industry partners to facilitate placements and enhance the university's reputation.
- Developed and delivered MBA courses, engagement with students, and assessed their performance, mentored and provided academic as well as placement guidance to MBA students, including supervising their research projects
- Designed and updated course material and curriculum to keep content relevant and engaging, participated in departmental meetings, Stay current with industry trends and advancements in business education
- Coordinated with Companies for student placements

Educator

August 2018 – May 2022

Dayal Classes

Bhopal, MP

- Delivered lectures and updated course content
- Student mentorship for student growth and academic success
- Continuously assessed the needs and preferences of prospective students to adapt marketing strategies effectively

Accountant

April 2015 – March 2016

Rishi Kichlu and associates

Bhopal, MP

- Maintained accurate records of financial transactions and updated ledgers
- Assisted clients during tax audits by providing information on necessary financial documentation
- Client interaction to assist for advisory services

PROJECTS

Impact of inflation on the banking sector

May 2018 – Sep 2018

- Analyzed macroeconomic factors affecting the banking sector using statistical models, including correlation and regression analysis.
- Conducted correlation and regression analyses to study inflation's effects on banking metrics
- Using ARIMA and VAR models for forecasting and impact assessment
- Interpreted data to provide insights on profitability, loan growth, and deposit rates

Study of Financial Products Services

May 2017 – July 2017

- The project examined SWASTIKA INVESTMART Ltd's financial products and services
- Gathered and analyzed information on financial products and services
- Assessed market position and financial performance
- Compiled findings into a concise report and proposed strategies for improvement and growth

SKILLS AND ACTIVITIES

ITT Training, ICAI Mastered essential IT tools for finance and accounting and gathered and analyzed information on financial products and services

OTT Training Gained understanding on ICAI's standards and compliance, Follow ICAI guidelines and ensure compliance with professional standards

Workshop on Game Theory and Workshop on Opportunities in International Business Applied strategic models to improve decision-making and problem solving, Develop and execute strategies for expanding into international markets

MS Office, MS SQL, Tally and knowledge of Hitech billing software Knowledge of Advanced Excel
SEO

Knowledge of Hubspot

Email marketing