

MOURYA BHATTACHARYYA

Business Development & Strategic Account Management Professional

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PROFESSIONAL SUMMARY

Results-driven Business Development & Account Management professional with 10+ years of progressive experience across B2B SaaS, digital marketing, HR technology, real estate, and enterprise sales. Demonstrated ability to manage high-value client portfolios exceeding USD 1M in annual revenue, consistently deliver 90%+ KPI achievement, and drive measurable pipeline growth through consultative selling and data-backed strategy. MBA in Marketing. Open to relocation. Currently based in Bangkok.

CORE COMPETENCIES

Strategic Account Management • Business Development & Sales Strategy • B2B Consultative Selling • CRM & Pipeline Management Digital Marketing & Lead Generation • Client Onboarding & Retention • HR Cloud & ERP Solutions • Data Analysis & Reporting Product Demonstrations & Presentations • Cross-Functional Collaboration • Training & Mentorship

PROFESSIONAL EXPERIENCE

Account Specialist – Meta Marketing Pro | TDCX Thailand — Bangkok, Thailand Feb 2026 – Present

- Oversee a portfolio of 20+ high-value advertising partners, collectively generating USD 1M+ in annual advertising revenue, ensuring consistent account growth and long-term product adoption.
- Delivered USD 50,000+ in incremental revenue by deploying consultative sales frameworks, optimizing ad accounts, and executing targeted upselling strategies across the client base.
- Drove 100+ outbound prospecting activities monthly — spanning calls, emails, and structured client outreach — to qualify new opportunities and expand the active sales pipeline.
- Sustained 90%+ KPI attainment and 100% client satisfaction scores through proactive end-to-end account stewardship and tight alignment with cross-functional teams.

Business Development Representative | TDCX Malaysia — Malaysia Sep 2024 – Sep 2025

- Converted inbound sales opportunities with a solution-led approach, articulating tailored product value propositions to accelerate decision cycles.
- Achieved 100% of daily and monthly performance targets across Sales, Quality, and Productivity KPIs — earning consistent recognition from department leadership.
- Maintained meticulous CRM documentation of client interactions and ensured seamless issue escalation per internal protocols, reducing resolution time.
- Guided clients through the complete order process, identifying individual needs to match the most suitable product configurations and maximizing satisfaction.

HR Cloud Generalist | Keka Technologies Pvt. Ltd. — Hyderabad, India May 2023 – Aug 2024

- Delivered 50+ product demonstrations and onboarding sessions for HR cloud clients, achieving high post-demo conversion rates and sustained satisfaction scores.
- Resolved complex client inquiries and technical concerns with professionalism, maintaining SLA compliance and contributing to a high-retention client base.
- Collaborated with product and engineering teams to relay client feedback, driving iterative improvements to the platform's functionality.

Business Development Executive | EVE Technologies Pvt. Ltd. — Kolkata, India Oct 2021 – Apr 2023

- Engineered end-to-end lead generation campaigns that expanded the qualified prospect pipeline, resulting in a measurable increase in monthly closed deals.
- Negotiated multi-stakeholder deals, closed contracts, and managed post-sale relationships, achieving high client retention and repeat business.
- Launched digital marketing initiatives — SEO, paid social, and email campaigns — that elevated brand visibility and contributed to a 30%+ uptick in inbound lead volume.

- Scheduled and conducted high-impact client presentations, shortening the average sales cycle through structured discovery and objection handling.

Real Estate Consultant | Prayas Realty — Kolkata, India

Nov 2020 – Sep 2021

- Advised a portfolio of buyers and investors on real estate market trends, translating data insights into actionable purchasing strategies.
- Coordinated and facilitated property viewings, managing end-to-end client relationships from initial enquiry through to deal closure.

Business Development & Service Desk Specialist | Sapphire Software Solutions —

Kolkata,

July 2019- Oct 2020

- Drove lead conversion through client demos, data analysis, and targeted outreach, contributing directly to new client acquisition.
- Delivered ERP training programs to onboarded clients, ensuring rapid adoption and reducing support escalations.
- Managed service desk operations for operational continuity and led digital marketing initiatives to generate new business opportunities.

Android Trainer & Career Counsellor | Webtek Labs Pvt. Ltd. — Kolkata, India

Nov 2017 – Nov 2018

- Delivered Android development training (Native & Firebase) and structured career counselling sessions across multiple educational institutions.
- Mentored engineering students, improving placement readiness and technical skills in mobile development.

Android Trainer & Counsellor | PCS Global Pvt. Ltd. — Kolkata, India

Aug 2016 – Nov 2017

- Conducted technical training and personalized career counselling for engineering cohorts, building foundational development competencies.

EDUCATION

MBA – Marketing | Institute of Business Management, Jadavpur University

2019

B.Tech – Electrical Engineering | Meghnad Saha Institute of Technology, Kolkata

2016

CERTIFICATIONS

Digital Marketing Certification – IISD

Digital Unlock Certification – Google & FICCI