

KRITTIKA KAUSHIK

Business Development Executive | Call Quality Auditor

+91-7618328116 | krittikakaushik@gmail.com | Meerut, Uttar Pradesh - 250001 | [LinkedInProfile](#)

PROFESSIONAL SUMMARY

Target-driven **Business Development Executive** with experience in lead generation, LinkedIn/email outreach, CRM-based pipeline management, and call quality auditing. Skilled at building client relationships across domestic and international markets, ensuring process compliance, and delivering results in fast-paced, target-driven environments.

CORE COMPETENCIES

- End-to-end B2B lead generation and outreach across LinkedIn, email, and cold calling channels.
- CRM-based lead tracking, pipeline management, and follow-up scheduling to maximise conversions.
- Client relationship management for domestic and international (USA/foreign) accounts.
- Call quality auditing, team leadership, compliance monitoring, and audit report preparation for management review.
- MS Excel-based data analysis, reporting, and documentation for sales and audit functions.

WORK EXPERIENCE

Business Development Executive

Jan 2026 - Present

Oscorm Digital Pvt. Ltd., Noida

Email Marketing & Client Outreach

- Managed and executed email marketing campaigns targeting USA-based clients, driving business inquiries.
- Created and dispatched promotional and business emails, ensuring consistent brand messaging.
- Coordinated with senior team members to schedule and support client meetings and requirement discussions.
- Handled international client communication via email for updates, follow-ups, and query resolution.
- Maintained CRM records of client interactions to ensure timely follow-ups and pipeline visibility.
- Updated CRM dashboards regularly to track campaign performance and prioritise high-intent prospects.

LinkedIn Outreach & Lead Generation

- Ran targeted LinkedIn outreach campaigns for both Indian and international (USA/foreign) prospects.
- Used keyword-based search filters to identify prospects matching ideal client profiles.
- Sent personalized connection requests and follow-up messages to improve response and conversion rates.
- Handed over qualified leads to the senior team with complete context for smooth deal progression.
- Logged every prospect interaction in the CRM to maintain a clean, trackable outreach history.

Call Auditor & Team Leader

Nov 2024 - Dec 2025

Oscorm Digital Pvt. Ltd., Noida

Call Quality Auditing & Team Leadership

- Reviewed customer interaction calls via internal portals to evaluate call quality and process compliance.
- Led and guided a team of call auditors, allocating daily targets and monitoring performance.
- Logged audit observations and maintained accurate data entry in Excel and internal reporting formats.
- Prepared and submitted daily audit reports directly to management, highlighting deviations and improvement areas.
- Ensured data accuracy and confidentiality while maintaining complete audit trails of reviewed calls.

Computer Operator

Oct 2023 - Nov 2024

Nageen Best Digital Learning, Meerut

Content & Document Management

- Prepared subject-wise study notes, assignments, and sample papers aligned to academic curriculum.
- Created, formatted, and proofread educational documents using MS Word and MS Excel.
- Organized digital records and academic files, ensuring accuracy, consistency, and easy accessibility.

EDUCATION

Bachelor of Arts (B.A.) - CCSU, Uttar Pradesh

2021 - 2025

KEY SKILLS

Sales & Business Development | Team Handling | Call Quality Auditing
CRM Knowledge (Lead & Pipeline Management) | Basic Knowledge of CRM Tools | Client Communication
Lead Generation & Qualification | MS Excel | MS Word & PowerPoint
LinkedIn Outreach | Apollo.io & SignalHire | Time Management | Problem Solving

CERTIFICATIONS & ACHIEVEMENTS

- CCC (Course on Computer Concepts)
- Digital Marketing with AI (In Progress)
- Consistently generated an average of 4 qualified leads per day through LinkedIn prospecting

LANGUAGES KNOWN

Hindi (Native) | English (Professional Working Proficiency)

DECLARATION

I hereby declare that the information provided above is true and correct to the best of my knowledge and belief. I am open to relocation and confident in taking up new responsibilities to contribute effectively to the organisation's growth.