



VIBHU DAYAL SHARMA

Technical Business Developer | Assistant Manager

Technically skilled business developer with **6.9+ years of diversified industry experience** across Digital solutions, Insurance, Fin-tech, and mapping services. Demonstrated success in managing client accounts, generating strategic business insights, and executing high-impact operational activities. Highly adept at project documentation, technical proposal writing, data visualization, and corporate relationship management. Known for strong interpersonal abilities, process optimization, and innovative problem-solving.

Contacts

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Location: Gurugram, Haryana

Education

- **MBA in Business Analytics**
University of Petroleum and Energy Studies (UPES), Dehradun, Uttarakhand, India - **2019**
- **B.Tech in Computer Science & Engineering**
I.K. Gujral Punjab Technical University (IKG-PTU), Jalandhar, Punjab, India - **2016**

Key Skills

Technical Skills

- Business Analytics
- Data Visualisation
- Technical Documentation
- CRM Reporting
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Word
- Tableau
- Notepad++
- JIRA
- TO Toolbox
- Total Commander
- HTML, CSS, JavaScript (Basic)
- Python (Basic)
- CCNA Networking

Work History

Assistant Manager – SMS Group Pvt. Ltd., Gurugram, India

January 2023 – February 2025

- Spearhead solution development and client management for **SMS Digital**, ensuring seamless service delivery.
- Generate and maintain CRM reports, document project progress, and provide regular updates to stakeholders.
- Assist managerial functions, including proposal drafting, cost estimations, and delivering tailored technical solutions.
- Proficient in tools such as **TO Toolbox, Total Commander, PowerPoint, Excel**, and **JIRA** for issue tracking.
- Attended specialized training sessions and workshops to enhance domain expertise and client-centric delivery.

Senior Financial Consultant – HDFC Life Insurance Co. Ltd., India

March 2021 – December 2023

- Built and maintained effective client relationships to sell **Term Plans, ULIPs, Health, and Protection policies**.
- Participated in strategic meetings and internal training programs to stay updated on product innovations.
- Conducted market feasibility studies for newly launched products and led performance analyses.

Key Account Manager – Paytm Services Pvt. Ltd., India

November 2020 – February 2021

- Conducted vendor and merchant acquisition by analyzing footfall zones and opportunity clusters.
- Deployed **QR codes** and **Paytm Sound boxes**, facilitated the expansion of Paytm's user and merchant base.
- Rolled out new plans and optimized app functionality for B2B and B2C clients.

Freelancer – Google Maps (Local Guide), India

December 2019 – October 2020

- Actively contributed to **Google Maps** as a **Local Guide**, offering travel reviews and answering user queries.
- Provided insights on roads, landmarks, and commercial locations with rich, accurate feedback.
- Operated as a self-employed contributor with the assistance of JustDial India.

Senior Financial Advisor – Exide Life Insurance Co. Ltd., India

March 2016 – April 2017

Business & Functional Skills

- Business Development
- Client Relationship Management
- Key Account Management
- Financial Consulting
- Insurance Planning (Term Plans, ULIPs, Health Insurance)
- Product Feasibility Analysis
- Market Research
- Proposal Writing
- Cost Estimation
- Vendor Management
- Operations Coordination
- Sales Strategy
- Technical Support
- Digital Solutions Deployment
- Strategic Planning
- Analytical Thinking

Languages

- **English** (Advanced)
- **Hindi** (Advanced)

- Conducted lead generation and client financial analysis to pitch customize **insurance and investment proposals**.
- Specialized in **term plans, ULIPs, and long-term savings instruments**.

Internships & Projects

- **MBA Internships**
 - **Youth Empowerment Foundation, Delhi (June – July 2018)**
Developed HR databases and helped expand foundation outreach.
 - **Highway Delight, North India**
Surveyed toll plaza infrastructure; processed questionnaire data.
- **B.Tech Internships**
 - **Piford Technologies, Mohali**
Gained practical experience in **Python, HTML, CSS, and JavaScript**.
 - **ZCC Corporate Group, Chandigarh**
Trained in **CCNA Networking**, hardware setup, and network topology design.
- **MBA Projects**
 - **Marketing Feasibility Study – Smart Glass (June – Nov 2017)**
Researched potential markets and strategic positioning in India.
 - **SWOT Analysis – Honeywell Automation**
Evaluated Honeywell's financial position and operational capabilities.

Certifications & Workshops

- Diploma in Leadership and Management – *Shaw Academy*
- Workshops in **Enterprise Risk Management, IoT, and Spatial Intelligence** – *UPES*
- Front Desk Manager – *Blood Donation Camp, NSS Team, UPES*
- HACCP and ISO Standards (attended workshops)