

Ishan Rizwan

MARKET RESEARCH & ANALYTICS

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SUMMARY

PGDM Marketing (Analytics) student with **1.5+ years of US-focused B2B SaaS experience** across **go-to-market execution, outbound lead generation, client outreach, and market research support**. Strong exposure to **US buyer personas, cold calling, email workflows, funnel optimization, and stakeholder coordination**. Adept at translating market insights into actionable GTM strategies and presentations for leadership.

EXPERIENCE

Operations / Business Development Team Lead

02/2024 – 01/2025

ValleyPoint Technologies

Chennai

- Managed client accounts as the primary liaison between US clients and internal teams, improving communication efficiency and driving B2B sales growth.
- Optimized team structure and profitability by hiring and managing interns and delegating work across outreach and operations workflows.

Business Development Executive

07/2023 – 02/2024

ValleyPoint Technologies

Chennai

- Conducted sales calls and managed client accounts to enhance client satisfaction.
- Developed targeted email marketing campaigns that improved outreach effectiveness.
- Successfully optimized sales funnels, resulting in increased conversion rates.

EDUCATION

Bachelor's in Computer Applications

07/2020 – 04/2023

The New College - University of Madras

Chennai

Computer Applications

- Completed Python programming projects
- Led student tech workshops and events

PGDM (MBA) - Marketing & Analytics

07/2025 – 05/2027

ISBR Business School

Bengaluru, Karnataka

Relevant coursework:

- Marketing Research & Consumer Insights
- Strategic Marketing Management
- STP Framework
- Brand Management & Brand Equity

SKILLS

- Team Management
- B2B Prospecting / Sales
- Client Relations
- Power BI
- KNIME Analytics Platform
- Presentations and Reporting

LINKEDIN RECOMMENDATION

Jacob Iskhakov - CEO at Sit Down NY / Memoky

New York, United States

I had the pleasure of working with Ishan and was consistently impressed by his energy, ambition, and eagerness to contribute. He brought a contagious enthusiasm to every project he undertook and paired it with a sharp intellect and a genuine desire to be helpful. Ishan's problem-solving skills and proactive mindset made him very valuable. I highly recommend him!