

Deepika T

Bengaluru, India | dipika0731@gmail.com | +91-9942864099 | [Linkedin](#)

SUMMARY

Engineer-turned commercial professional with 8+ years of experience building businesses, relationships and partnerships across B2B and consumer markets. A relationship-led salesperson who enjoys understanding customer problems, earning stakeholder trust and turning conversations into commercial opportunities.

WORK EXPERIENCE

HARDSKILLS [B2B, EDTECH]

Growth Manager

Remote, Bengaluru

May 2023 - Present

- Generated **\$30M+ in enterprise sales pipeline** across global markets.
- Created **100+ sales-qualified opportunities** across Fortune 500 companies, GCCs and large enterprises.
- Closed **enterprise deals end-to-end**, owning the sales cycle from prospecting and proposal through negotiation and closure.
- Led **account prioritisation, stakeholder mapping and prospect engagement** across target accounts.
- Identified priority segments, target accounts and buyer groups to drive **new-market, product and account expansion opportunities**.
- Developed **customer-specific proposals and commercial materials** to progress strategic opportunities and support deal closure.

56 SECURE [B2B & B2C, SECURITY PRODUCTS]

Head of Marketing and Growth

Hybrid, Bengaluru

Oct 2021 - Mar 2023

- Generated **₹70L+ average annual sourced and influenced revenue** through B2C direct sales.
- Acquired **10 residential societies within 3 months** of launching Armour, the company's B2B security solution.
- Built and activated a network of **security dealers, installers and referral partners across Bengaluru**
- Improved prospect-to-booking conversion from **8% to ~15%** through a structured sales playbook.
- Trained and managed a **15+ member field sales team** driving customer acquisition across Bengaluru.

SWIGGY [B2C, FOOD TECH]

Marketing Executive

Hybrid, Bengaluru

Aug 2019 - Apr 2021

- Managed **large-scale customer engagement initiatives and product launches**.
- Coordinated **cross-functional teams, agencies and external partners** across complex projects.
- Generated **11M+ brand mentions** through national campaigns.
- Received the **Swiggy Platinum Award in 2020 and 2021**.

FUN SPACE [B2B, EVENTS]

Co-Founder and Sales Lead

Hybrid, Bengaluru

Sep 2017 - Sep 2019

- Co-founded and scaled the business from **₹15L to ₹35L annual revenue** within two years.
- Owned the **full sales cycle**, from prospecting and discovery through proposal, negotiation and closure.
- Managed **customer commercials**, including quotations, invoicing and payment collection.
- Led **partnerships, vendor negotiations and on-ground delivery**.
- Successfully exited the business in 2019 for **~\$40K**.

EDUCATION

ANNA UNIVERSITY - B.E. ELECTRONICS AND INSTRUMENTATION

Gold Medalist (9.2 CGPA); Received BIT Achiever Award (2017, 2018)

India
2014-2018

ADDITIONAL INFORMATION

- **Sales & GTM:** Business Development, Pipeline Generation, Customer Discovery, Negotiation, Stakeholder Management, Partnerships, Account Expansion, GTM Strategy
- **Market Development:** Territory Planning, Market Segmentation, Competitive Analysis, Account Prioritisation, Market Expansion.
- **Leadership & Execution:** Team Leadership, Cross-functional Collaboration, Executive Communication, Commercial Ownership, Problem Solving, Systems Thinking
- **Certifications:** IELTS Band 8.5
- **Awards:** 56 Secure Top Performer 2022, Swiggy Platinum Award 2020, Swiggy Platinum Award 2021
- **Languages:** English (R-W-S), Hindi (R-W-S), Tamil (R-W-S), Kannada (S)