

# Tarun Varshney

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## Professional Summary

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Purposeful professional with 8+ years of experience in sales & operations, account management, and business development at CarTrade.com, Cars24, Spiny, and more. Skilled in building strong client relationships, driving revenue growth, and executing strategic sales initiatives. Proven expertise in cross-functional collaboration, negotiation, and delivering tailored solutions to enhance customer satisfaction. Adept at identifying growth opportunities, optimizing sales processes, and resolving challenges efficiently in dynamic business environments. Strong ability to drive business success through data-driven decision-making and innovative problem-solving.

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## Work Experience

### **BD Support | APS Group - Delhi**

**[July 2024 – Present]**

- Build and maintain key client relationships across Pan India to drive business growth.
- Serve as the single point of contact for commercial and operational coordination.
- Collaborate with stakeholders to assess business needs and implement improvements.
- Lead operations teams to ensure service excellence and quality adherence.
- Address collection challenges for timely resolution and financial compliance.
- Manage contract renewals, pricing adjustments, and service enhancements.
- Deliver Monthly/Quarterly Business Reviews with strategic insights.
- Identify and mitigate client retention risks to ensure business continuity.
- Maintain sales reports, pipeline data, and support RFP development.
- Coordinate with Compliance, Legal, and Operations for seamless deal closure.
- Optimize inbound lead conversion for business growth.

### **Key Account Manager- Spinny- Gurugram, Haryana**

**[Apr-2023 – Sep 2023]**

- Managed key client relationships to enhance satisfaction, loyalty, and retention.
- Increased sales by 25% through strategic upselling, exceeding quarterly targets.
- Developed customized account plans to drive engagement and business growth.
- Collaborated with cross-functional teams for seamless service delivery.
- Leveraged data insights to optimize account performance and strategies.

### **Assistant Product Manager- CarTrade.com - New Delhi**

**[Mar-2020 – Apr 2023]**

- Led product operations, collaborating with cross-functional teams for seamless execution.
- Developed SOPs to optimize workflows and enhance productivity.
- Exploration KPIs and generated reports for performance optimization.
- Coordinated with internal teams and vendors to streamline operations.
- Partnered with customer support teams to address challenges effectively and enhance the overall user experience.

## **Procurement Associate - CARS24 -New Delhi**

**[Jan 2019 – Dec 2019]**

- Managed end-to-end vehicle procurement, ensuring compliance and optimal inventory.
- Conducted vehicle inspections to assess quality and valuation.
- Built strong dealer/vendor partnerships, negotiating competitive pricing.
- Analysed market trends to drive strategic purchasing decisions.
- Coordinated with sales and operations for seamless inventory management.

## **Customer Relationship Officer - Daniel Wellington - New Delhi**

**[Jan 2018 – Jan 2019]**

- Delivered exceptional customer support across multiple channels.
- Managed order processing, returns, and refunds with accuracy.
- Provided product insights to enhance customer satisfaction.
- Built strong customer relationships to drive loyalty and retention.
- Inquiry feedback to improve service quality and product offerings.

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## **Customer Sales Executive- Tommy Hilfiger -New Delhi**

**[Sep 2016 – Jan 2018]**

- Provided exceptional customer support, resolving inquiries and complaints.
- Managed orders, returns, and refunds with accuracy and efficiency.
- Delivered personalized product recommendations to enhance sales.
- Built strong customer relationships to drive loyalty and retention.
- Partnered with teams to streamline order fulfilment and issue resolution.

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## **EDUCATION**

**Delhi University- Moti Lal Nehru Collage, South Campus, Bachelor of Arts Graduated In 2019**

12<sup>th</sup> passed from S.B.V Anand Vas Lok Vihar New Delhi [2013]

10<sup>th</sup> passed from S.B.V Anand Vas Lok Vihar New Delhi [2011]

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## **TECHNICAL SKILLS**

- CRM's Sales Tools: Salesforce, Slack & Drawinbox.
- Data Analytics s Reporting: Microsoft Excel, Google Sheets
- Business Development's Account Management
- Client Relationship Management
- Strategic Planning s Market Research
- Contract Negotiation s Vendor Management
- SaaS E-commerce Platforms

## **KEY ACHIEVEMENTS**

- Increased regional sales by 25% at Spinny through targeted engagement strategies.
- Automated key account management processes, reducing inefficiencies and improving response time.
- Secured multiple high-value contracts, driving consistent revenue growth.
- Implemented lead tracking and analytics systems, improving sales pipeline visibility and forecasting accuracy.