

Chandni Prabhu

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EXPERIENCE

Corporate Sales Development Representative - LE Healthcare

January 2023 - February 2024

Workday Inc.

San Francisco, CA

- Developed sales plans by researching Large Enterprise Healthcare providers in US East Coast division.
- Created thorough data-backed outreach strategies, and executed various innovative outreach plans to increase inbound communications.
- Collaborated with field teams and experienced Account Executives, connected them with C-Suite/leadership in target organizations, and supported them with thorough research and action items
- Delivered detailed overview/progress reports to Account Executives, field teams and leadership weekly.
- Sourced and influenced to qualify multiple \$1M+ HCM/ERP deals with net-new prospects.

Business Development Intern (Account Management)

March 2021 - September 2023

YoungWonks, Wonksknow LLC

Remote

- Contributed to the brainstorming and implementation of campaign and outreach ideas for business growth
- Met specific targets for business-to-business and business-to-customer sales
- Converted inbound leads and inquiries from lead to customer
- Onboard new customers onto company's LMS and CRM platform
- Supported Content Planning and Social Media Marketing for EdTech

Content Creator/Blogger

August 2020 - March 2021

Sarah Scoop LLC

Remote

- Pitched and planned campaigns on trending lifestyle topics based on current research
- Managed and published blogs on sarahscoop.com
- Monitored company's social media accounts (Facebook, Pinterest, Reddit)
- Blog writer for the Sarah Scoop Show (Instagram live shows interviewing celebrities and influencers)

PROJECTS

Business Process Transformation | *Managing and Using IT*

September 2021

- Led a transformation project focused on mitigating the issue of microplastics in the ocean, conducting a comprehensive analysis of diverse sectors such as fast-fashion industry, laundry detergents and washing machine manufacturing
- Recommended optimized solutions for each industry to leverage technology, streamline operations, and drive innovation to reduce the output of microplastics in the oceans
- Skillsets: Process Analysis (SIPOC, System Map: Current State, Root Cause Analysis, Ladder of Inference, Pain Points), Identification of IT Opportunities (PPT: People, Process, Technology), Solution Design (System Map: Future State, Business Capabilities, Flexibility Matrix), Implementation (Balance Scorecard), Change Management (Change Curve, Tradeoffs), Continuous improvement (Kaizen)

Go To Market Strategy | *Marketing for a Tech Enterprise*

March 2022

- Collaborated on a team project to develop a comprehensive go-to-market plan for a prominent fast-food restaurant providing innovative tech solutions for major customer pain points. **[Won first place]**
- Skillsets: Customer Data Collection (Using Surveys), Competitor Analysis, Market Segmentation, Market Analysis, Gap Analysis, Consumer Behavior Analysis, Value Proposition, Sales Enablement, Evaluation, and Iteration

CAPSIM - Business Simulation | *Supply Chain Planning and Mgmt.*

March 2022

- Successfully completed a business simulation project on CAPSIM, demonstrating proficiency in strategic decision-making across various functional areas, such as marketing, finance, operations, and human resources. **[Placed first in the simulation]**
- Skillsets: Strategic Thinking, Financial Analysis, Market Research and Analysis, Cross-Functional Collaboration, Decision Making

Simulated Venture Proposal | *Introduction to Entrepreneurship*

June 2022

- Presented a venture proposal for an existing world-class cloud-based customer relationship management platform (Salesforce), outlining the business idea, feasibility and potential for growth and profitability
- Skillsets: Business Model Canvas, Design Thinking, Lean Startup, Agile

EDUCATION

University of California, Davis (UCD)

Davis, CA

B.A. in Business/Organization Communication, Minor in Technology Management

Diablo Valley College

San Ramon, CA

A.A. in Communications

ADDITIONAL SKILLS

Technologies: SFDC, LinkedIn Sales Navigator, ZoomInfo, Notion, Monday.com, Clari Revenue Platform, Claude/Gemini

Applications: Trello, Asana, Canva, Figma, Google Workspace/Microsoft 365

Information Management: Software Development Lifecycle, Agile and Waterfall Methodologies, Software System Analysis

Entrepreneurship: Business Model Canvas Design, Venture Proposals, Strategic Marketing Campaign Plan, Strategic Social Media Plan