

Anurag Jain

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Dynamic professional with 3+ years of experience in the IT services industry, managing the entire client lifecycle, from prospecting and requirement discovery to negotiation, closure, and post-delivery coordination. Adept at bridging business and technical teams, preparing structured documentation, and ensuring alignment between client expectations and execution. Skilled in maintaining long-term client relationships through strategic communication and solution-driven collaboration.

WORK EXPERIENCE

TrooTech Business Solutions

Feb. 2026 - Present

Business Analyst

- Supported pre-sales by gathering client requirements, creating structured SOWs, and collaborating with technical teams to validate feasibility - enabling clear, solution-driven proposals and smoother sales cycles.
- Acted as a bridge between sales and delivery teams, managing ERP-related documentation (process flows, wireframes, solution outlines) to ensure alignment on scope, improve client understanding, and support deal closure.

IndaPoint Technologies

Nov. 2022 - Jan. 26

Sales & Marketing Executive

- Handled complete client engagement from initial prospecting, requirement gathering, and proposal drafting to final project delivery and communication.
- Conducted discovery and clarification calls with international clients for web and mobile app development projects.
- Prepared detailed proposals, SoWs, BRDs, FRDs, SRS, cost estimates, and project timelines for fixed price projects.
- Provided guidance, and supporting cross-functional teams to ensure successful execution, Facilitated requirement review meetings, coordinated efforts for client signoffs.
- Collaborated with UI/UX, development, and QA teams to define technical feasibility, ensure clarity of scope, and maintain project alignment.
- Negotiated project scope, pricing, and timelines with clients to achieve commercially viable and client-aligned agreements.
- Responded to RFIs/RFPs/RFQs, delivered solution-oriented suggestions, and supported project execution with ongoing client communication via HubSpot and Slack.
- Participated & coordinated in client signoffs, sprint reviews, client demos, and final handovers to ensure client satisfaction and project quality.
- Used CRM tools like HubSpot & Zoho to manage pipelines, track client interactions, and ensure timely engagement for higher conversion rates.
- Led quality assurance and client presentations for projects, ensuring high-quality software solutions and aligning with client expectations through effective communication of features and benefits.

Golden Sun Technology - Internship

June 2021 – July 2021

Management Trainee

- Project Undertaken: Shopify Experts Client Acquisition
 - Key Responsibilities: Facilitating acquisition of US based clients by understanding customization and designs of Shopify web services.

SKILLS

- Pre-Sales & Proposal Writing | Requirement Gathering | Client Communication
- Business & Functional Documentation: BRD, FRD, SRS, SoW
- RFIs/RFPs/RFQs Responses
- Project Coordination & SDLC Understanding | Stakeholder Management
- User Stories | Use Cases | Acceptance Criteria
- Client Relationship Management | Client Negotiation & Persuasion
- Project Management Tools (Trello) | CRM Tools (HubSpot)

EDUCATION

IPS Academy	2022
MBA in Business Analytics & Marketing	Indore, Madhya Pradesh
Acropolis Institute of Management	2019
Bachelor of Commerce	Indore, Madhya Pradesh