

EVAN IFTEKHAR

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Education

MBA & MSBA IN BUSINESS ANALYTICS – Bentley University – Waltham, MA

Jan 2022 - Present

Relevant coursework: Customer Data Analysis for Relationship Marketing

BSBA IN MARKETING & INTERNATIONAL BUSINESS – University of Massachusetts – Lowell, MA

Dec 2021

Work Experience

SALES DEVELOPMENT REPRESENTATIVE – Biller Genie (*fintech*) – Orlando, FL

May 2025 – Present

- Onboarded and supported 200+ qualified client accounts through Zoom, phone, chat, and email, maintaining a 95% satisfaction rate in post-onboarding surveys.
- Drove a 30% increase in subscription activation rates by customizing product walkthroughs to align with individual client needs and workflows.
- Improved customer retention by 20% by implementing structured follow-up training sessions and proactive account health check-ins within the first 30 days of onboarding.

SALES CONSULTANT/FRONT DESK – Crunch Fitness – Orlando, FL

July 2025 – Present

- Distributed 100+ marketing cards and 100+ day passes per shift, driving steady new member acquisition.
- Captured 10+ leads per shift through member referral incentive programs.
- Engaged with members to complete daily Facebook trifectas (like, comment, share) to enhance social media visibility.

IT/CE INTERN – DATA ANALYTICS – Orlando Health – Orlando, FL

Feb 2025 – April 2025

- Conducted hypothesis testing to improve patient care and identified opportunities for enhancement.
- Developed a ranking system to benchmark Orlando Health against other healthcare systems during rapid growth.
- Used Six Sigma & SIPOC analysis to identify and recommend improvements for medication order entry processes.
- Designed a Power BI Dashboard to track AI usage across all apps, providing insights into AI governance.

SALES DEVELOPMENT REPRESENTATIVE – ZoomInfo (*GTM SaaS*) – Waltham, MA

May 2022 – Sep 2024

- Utilized Salesforce CRM to manage leads, opportunities, maintaining accurate records and improving sales efficiency.
- Acted as the initial point of contact, establishing strong customer relationships and driving subscription growth.
- Generated 20+ qualified leads per month for discovery, consistently exceeding lead generation targets by 15%.
- Conducted customer behavior analysis using data intelligence tools to uncover trends and optimize sales strategies.
- Partnered with marketing teams designing data-backed email campaigns, going from a 3% to 15% click-through rate.
- Assisted new subscribers with account setup, ensuring a seamless onboarding experience.
- Scheduled follow-up training sessions to ensure client success and retention.

CONTENT CREATOR – Personal Brand

March 2023 – Aug 2024

- Produced short-form content documenting “day in the life” in tech sales and personal development on Instagram.
- Applied creative storytelling to connect with professional and consumer audiences on a deeper level.
- Created LinkedIn content to build personal brand in tech sales, generating engagement with industry leaders.

FOUNDER – World Wear

Aug 2019 – Sep 2021

- Developed a go-to-market strategy for a clothing brand, achieving \$5,000 in revenue within the first month of launch.
- Used Meta Business Suite to drive ads across Facebook, Instagram, and TikTok that grew engagement by 150%.
- Optimized campaigns through A/B testing, reducing customer acquisition costs by 30% to drive profit margins.

Skills

Social Media Communication, Self-Driven, Adaptable, Attention-to-Detail, Team Player, Tech Savvy