

ARNAV BHALLA

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PROFESSIONAL EXPERIENCE

PRPL Studios | New Delhi, India

Co-Founder & Head of Sales

Jul 2024 – Jun 2026

- Co-founded media production agency and built the entire sales function from scratch, serving B2B and B2C clients and achieving **219% year-over-year revenue growth**
- Increased average monthly revenue by **166%** and achieved a **repeat client rate of 60%** through consultative selling and strategic upsells
- Reduced sales cycle by **53%** (45 to 21 days) by designing lead qualification and proposal systems
- Created content for [Puma](#), [Pronto](#), [Samay Raina](#), [Vice President of India](#), and [Redbull](#), maintaining **40% gross margins**

Genpact | Gurugram, India

Operations Analyst Intern (InfoSec Business Unit)

Jul 2024 – Jun 2025

- Built 30+ automated Power BI dashboards on 1M+ security event records, reducing manual reporting time by **75%**
- Designed ETL pipelines using Azure Data Factory, SQL, and API integrations (CrowdStrike, Wiz), improving incident resolution time by **30%**
- Presented analytical findings to AVP and VP stakeholders during quarterly business reviews
- Led UAT for Risk dashboards across cross-functional risk, identity, and compliance teams

Taarak India Private Limited | New Delhi, India

Sales Consultant Intern (Cybersecurity Solutions)

Jun 2023 – Aug 2023

- Trained in cybersecurity solutions (SIEM, XDR, EDR, DLP) across Wazuh, SentinelOne, and Wiz
- Cold called and emailed enterprise clients, developing outbound prospecting and objection handling skills

EDUCATION

Manipal University, Jaipur | Bachelor of Technology, Computer Science & Engineering

Specialization: AI & Machine Learning

Jul 2025

LEADERSHIP

Head of Events, Aperture MUJ | Manipal University, Jaipur

Led a 200-member team managing 100+ campus events, securing 5 corporate sponsorships

SKILLS

Sales: B2B Sales, Pipeline Management, Lead Qualification, Consultative Selling, Cold Calling, Client Retention

Analytics: Python, SQL, Power BI, Azure Data Factory, ETL, API Integrations, Excel

Cybersecurity: SIEM, XDR, EDR, DLP, CrowdStrike, Wiz, SentinelOne

Certifications: Google Cybersecurity Professional Certificate Level 1 | CCNAv7 (ENS, SRWE) | SentinelOne Sales & Pre-Sales Accreditation | Oracle Database Foundations | Google Crash Course on Python