



Esther Agarwal

Startup Founder

Entrepreneurial BBA graduate with 3 years of experience launching a consumer packaged-goods company and driving B2B sales growth. Brought 3 products from concept to market within 14 months while securing 34 client accounts across independent grocery and specialty retailers. Identified \$2,340 in recurring shipping overcharges by reconciling monthly revenue and expenses in QuickBooks.

CONTACT INFORMATION

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 Wooster, OH 12345

KEY SKILLS

- HubSpot CRM
- Trello
- QuickBooks
- Microsoft Office Suite
- Market Research
- Product Launch Planning
- Sales Pipeline Management
- Vendor Negotiation
- Competitive Analysis
- Financial Forecasting

PROFESSIONAL EXPERIENCE

2024 - Present

Startup Founder | Elm Ridge Provisions LLC, Wooster, OH

- Brought the company's first packaged-snack product from concept to retail shelves in 83 days by coordinating suppliers, packaging design, and compliance reviews.
- Launched 3 products within the first 14 months, managing timelines and vendor relationships through Trello to keep each release on schedule.
- Secured 34 client accounts across independent grocery and specialty retailers by tracking outreach and follow-ups in HubSpot CRM.
- Reconciled monthly revenue and expenses in QuickBooks, identifying \$2,340 in recurring shipping overcharges that were reclaimed from carriers.

2023 - 2024

Business Development Associate | Tuscarawas Creek Commerce Group, New Philadelphia, OH

- Onboarded 19 new client accounts in the first 9 months by qualifying leads and scheduling product demos for the sales team.
- Prepared quarterly market-research briefs in Microsoft Office Suite, covering competitor pricing and regional demand for 4 product lines.
- Reduced average proposal turnaround time from 6 days to 2.5 days by building reusable templates and standardizing the approval workflow.

EDUCATION

BBA, Entrepreneurship

Ohio University, Athens, OH | 2019 - 2023