

CURRICULUM VITAE

RAVI GUPTA

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INTRODUCTION

Experienced sales and marketing manager with successful track record of driving revenue growth through strategic sales and marketing management and generating maximum result and output for the company.

WORK EXPERIENCES

Nibav Lifts Private Limited – Sales and Marketing Manager.

From January 2023 to till date.

Key Roles:-

- Responsible for converting leads into sales. Work on identifying potential customers, understanding their needs, and presenting proper product knowledge.
- Visit the customer in person and have to present the product and explain the cons.
- Negotiate with the client and convince the customer to buy our product at a price that is beneficial for both client and the organization.
- Contribute to the company's revenue growth by successfully closing deals, upselling or cross-selling to existing clients, and exploring new business opportunities. To focus on maximizing sales and increasing the organization's profitability.
- Generate leads by identifying potential prospects through various channels, such as market research, networking events, referrals, digital marketing strategies, meeting aim to **generate a pipeline of qualified leads that can be converted into customers.**
- Engage in **cold calling activities to start the sale process with clients.** They reach out to potential customers who may have shown interest or fit the target profile to introduce products or services and initiate sales conversations.
- Regularly Meeting with the **Architects, Interior Designers, and Builders** etc. to promote and explain the products, generate direct or indirect leads, explain the benefits and usage of the product. Helps in maximizing the sales.
- Planning and executing all BTL activities - Events such as exhibitions, conferences, seminars, promotions, pamphlets, brochures.
- Creating, implementing and developing daily, weekly and monthly Marketing and sales plan.
- Participating in activities like Brand Promotions, Direct sales, **Field Marketing, B2B, B2C, ALT and BTL activity** Etc.

Unacademy – Sr.Sales and Marketing

Executive From January 2022 - December

2022.

Key Roles:-

- Take prospect from initial contact phase to qualified phase.
- Present product solutions.
- Generate revenue by counseling prospects and converting them into sales.
- Meet and exceed pipeline contribution till goals are achieved.
- Creating and maintaining a database (Sales Force, CRM, Excel etc.) of prospects clients, maintaining a pipeline of sales conversion.
- Collaborating with sales and leadership to secure retain, grow accounts, planning, and forecasting; maintaining short and long-term business development plans.

Honda Logistic – Sales and Marketing Executive

From April 2017–March 2021.

Key Roles:-

Marketing, Customer Relationship Management, Sales Operation, Team Building, Product Demonstration, Team Leadership, Communication, Negotiation, Sales, BTL Activity, Sales and Marketing Strategies, etc

EDUCATIONAL QUALIFICATION

<u>Courses</u>	<u>Institution/Board</u>	<u>Year</u>	<u>CGPA/ Percentage</u>
B.Tech (ME)	Lovely Professional University (Punjab)	2017	6.36
SSC	Lucknow Public School(CBSE)	2010	68%
HSC	Lucknow Public School (CBSE)	2008	65%

SOFT SKILLS

Team Leadership, Team Building, Time Management, Team Management, Telecommunications, Interpersonal Skills, Organization Skills, Strategic Planning, Public Speaking, Business Planning,

Problem Solving ,Analytical Skills, Negotiation Skills, Teamwork ,Inside Sales, Field sales ,Marketing ,Lead Generation , Sales Conversion , Business Expansion.

LANGUAGES KNOWN

Hidni, English.

HOBBIES

Learning, Reading, Travelling, Listening to music etc

PERSONAL PROFILE

Father's Name :- Mr. Shiv Ram Gupta

Mother's Name :- Mrs. Vimla Devi Gupta

Date of Birth :- 09/11/1993

Gender :- Male

Marital Status :- About To Married Soon

Nationality :- Indian

Address :- 592 KA / 536, Subhani Khera, Telibagh, Lucknow,
U.P
Pin Code -226025

I hereby declare that all the information given above are true & best to my knowledge and belief.

DATE: -

PLACE: - LUCKNOW

