

Vrishabh Kumar

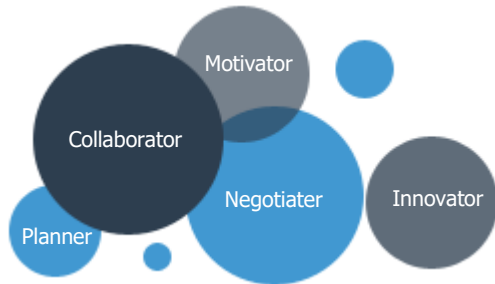
Marketing manager

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Soft Skills



Career Summary

- A focused professional with experience in **Sales & Marketing, Client Relationship Management, product and brand management.**
- Skilled in **exploring potential business avenues &** managing marketing, sales for achieving the business targets; initiating market development efforts to achieve organizational goals and increasing business growth
- Known for **augmenting growth, generating new business and devising & executing business plans** by leveraging comprehensive understanding of the dynamics of the industry
- Pivotal role in ensuring **customer retention**, maintaining business relationship with corporate clients
- Maintained high professional standards to provide **quality services to clients**
- An effective communicator with excellent relationship management skills and strong analytical, problem-solving & organizational capabilities

Education

Product and Brand management

IIM Rohtak 2022

PGDM (Marketing)

SDMIMD, Mysore 2018-20

B.Com (Accounting&finance)

MICA, Mysore 2015-18

Knowledge Purview

Sales & Marketing



Digital Marketing



SQL/Tableau



Product & Brand Marketing



SEO/SEM



Client Relationship Management



Business Development



Revenue Generation



Business Analytics



Certifications

- **Personality Development and Leadership** - Zeal Institution
- **International Business Course** in EAE Business School, Spain
- **Integrated Development Program (MIST)** Certificate from MICA
- **Digital Marketing**
- **Entrepreneurship**
- **Data Analyst Professional Certificate**
- **SQL for Data Analytics and Business Intelligence**

Work Experience

Flobiz – Team lead (Marketing & sales)

2022 - currently

- Professional-Client Relationship skill is most important; Demand Generations and Sales Conversion skill and knowledge on the same
- Organizational skills and the ability to thrive in a fast-paced environment
- • Generate leads for initiatives.
- • Reach out to potential clients via email/phone to maintain and improve on the leads.
- • Work on the leads and achieve successful conversions.
- • Heavy brainstorming for the acquisition of leads and users in their networks.
- Own the entire proposal process: identify customer's needs, develop win themes, and produce complete proposals
- Assess the competitive landscape and track key market trends and developments
- Provide administrative support as well as excellent customer service and smooth communication

Previous Experience

The Federal Bank

2020-2021

- Interfaced with clients, suggested viable product & solutions, developed relations with them for securing repeat business and ensured quality delivery of products to the clients
- Appraised credit proposals & scrutinized relevant documents before securing sanction/ disbursing the loan, ensuring compliance with organizational loan policies
- Performed the functions of assessin of clients; engaged in maintaining & developing relationships with new & existing customers in person, via phone calls and email
- Achieved individual goals; supported the improvement of new business & retention of customers to achieve operational goals & branch profitability
- Worked towards achieving targets by new customer acquisition through research, referrals, networking, cold calling, data feeds and emails
- Led market research and analyze the data to take decisions and evaluate trends, brand awareness and competitors
- Explored business potential, opportunities & clients to secure profitable business volumes by networking with prospective clients, generating business from existing accounts and achieving profitability & increased sales growth

Chaar Foundation – Marketing executive

Mar'17 – jun'17

- Worked on marketing and advertising of the products; led the promotion of events and marketing of paintings and sculptures to high end customers
- Delivered customer services to maintain existing clients and acquire new affiliates
- Led & managed marketing and sales goals to achieve revenue growth and implemented affiliate marketing activity including email communications and sales visibility

Internship

SIS - Market Research analyst (Madrid, Spain)

Mar'19 – Jun'19

- Performed the study & implementation of a strategic plan for marketing by conducting market research and competitor analysis of business activities
- Led & interacted with customers for quantitative and qualitative data and analyzing the data

Extra Co-Curricular Activities

- Student Exchange Program to EAE Business School, Spain – March - June 2019
- Project on Corporate Social Responsibility with UUU foundation, Coimbatore
- Strategic study on acquisition of Amazon and whole foods
- Was the organizer of the college fest in both degree and PG
- 7 awards in management fests (marketing).
- Actively participated and won in National Level Management Fest

Personal details

Date of birth – 19/05/1997

Language – English, Hindi, Kannada & Tamil.