

AKASH GARG

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CAREER OBJECTIVE

Results-focused Customer Service & Marketing Expert with a passion for learning, committed to acquiring new skills to play a vital role in achieving organizational goals.

SKILLS AND ABILITIES

Internal Communication
Email Marketing Skills
SAAS Lead Generation
Communication Skills
Customer Service Skills
Teamwork Skills
Event Marketing skills

TECHNICAL SKILLS

Graphic Designing
Hubspot
Zoho
Linkedin Sales Navigator
Contact Out, Apollo.io, Lusha,
Signal Hire, Sales QL, etc.

COURSES

Google Digital Unlocked
(Digital Marketing Training)

CO-CURRICULAR ACTIVITIES

- (1) President, Marketing Club, IMSUC (2021-22)
- 2) Secretary, Marketing Club, IMSUC (2020-21)
- 3) Coordinated, Markfest, 2020.
- 4) Coordinated, Buzz Communication Week
- 5) Attended, National Seminar- Future of HR and Evolving Workforce.
- 6) Attended, National Seminar on Indian financial System: Tactical issues and challenges.
- 7) Participated, The Urban Muse, Literary Club
- 8) Participated, Business Haat 2020
- 9) Industrial Visit, AMUL (Banas Dairy), IMT Faridabad

ACADEMIC BACKGROUND

BBA (2019-22) IMS Ghaziabad, University Course Campus
(Retail & Marketing)

XII (2018-19) TSS School, Hapur, U.P.

X (2016-17) TSS School, Hapur, U.P.

INDUSTRIAL EXPOSURE

(1) ChemAnalyst

(April 2024 - Present)

Working as a consultant for business development

- The key responsibilities I am fulfilling are:-
- Inbound leads management
- New customer acquisition
- Client Management
- Outbound lead generation
- Client meetings to present our platform/ services
- Client support
- Negotiation
- Email marketing
- Campaign running
- Corporate Events participation to represent our brand
- Pitching our offerings in the market.
- Responding to all queries coming from online traffic on the website

(2) Voiceoc

(May 2022 - Mar 2024)

- Working as an outbound product marketer and lead generation
- Communicate, engage and help Voiceoc in partnering up with online media agencies
- Generate a pipeline of leads via outbound targeting - LinkedIn, Email, etc.
- Engage with leads regularly and close the deals
- Experiment & regularly optimize messages to improve conversion rates
- Gather market insights and infuse the learning back into the organization
- Software Onboarding - Coordinate with Gupshup, Value First, etc.

Internships

(1) Moglix (February 2022 - April 2022)

2) Lava International Limited, Headquarters (July 2021- August 2021)

3) Sony India Pvt. Ltd (October 2020- November 2020)

4) Big Bazaar, Noida (January 2020)