

Ankit Kumar

D-208, SG Grand Rajnagar Extention Ghaziabad.

8439525465 | ankitkr939@gmail.com

Objective

Motivated individual with experience in customer service and sales. Skilled in building customer relationships and understanding customer needs. Strong communication and interpersonal skills for providing superior customer service.

Experience

- Softcrayons Tech Solutions Pvt Ltd** 11/2017 - 04/2018
Digital Marketing intern
 - Performed market analysis and researched latest trends.
 - Prepared weekly updates and reports to track growth and success rates of marketing campaigns.
 - Assisted marketing coordinators and graphic designers with website copyrighting and proofing.
 - Designed and presented social media campaign ideas.
 - Created engaging content for Pinterest, Instagram and Facebook.
 - Executed consistent online messaging across various social media verticals.
 - Contributed to mock-ups email campaigns and social media content.
 - Collaborated with team members to help expand marketing channels.
- Paragon Industries** 04/2018 - 03/2019
Online Marketing and Sales Executive
 - Generating content for the social media, hoardings and banners.
 - Updating social media platforms.
 - Advising on and revising trends.
 - Managing the creation and delivery of marketing strategies.
 - Creating and delivering email campaigns.
 - Meeting with clients.
 - Demonstrating and presenting products.
 - Establishing new business.
 - Attending Trade exhibitions, conferences and meetings.
 - Reviewing sales performance.
 - Negotiating contracts and packages.
- W3villa Technologies Pvt Ltd** 03/2019 - 09/2019
Lead Generation Executive
 - Continually maintained and improved company's reputation and positive image in markets served.
 - Lead Generation through cold calling and mailing.
 - Oversaw preparation of marketing copy, images, videos and other collateral.
 - Mentored local personnel on best practices and protocols to maximum productivity.
 - Secured long term accounts by recommending strategies to promote brand effectiveness and highest product benefits.
 - Coordinated with design and media teams to develop high quality creative assets.
 - Optimized email campaigns to increase open and click- through rates.
 - Wrote and distributed press releases to increase brand visibility.
- Webmobril Technologies Pvt Ltd** 09/2019 - 11/2019
Inside Sales Executive
 - Prepared pricing strategies for current customers to enhance sales and increase profitability.
 - Generating the b2b leads through cold calling and mailing.
 - Set and exceeded inside Sales goals by establishing ambitious targets and motivating sales representatives.
 - Coordinated activities and projects to plan sales department operations and meet timelines.
 - Monitored and amplified sales pipeline to maintain flow of potential leads and prospects.
 - Met existing customers to review current services and expand sales opportunity.
 - Identified new business opportunities through cold calling, networking, marketing and prospective database leads.
 - Contributed to event marketing, sales and brand promotion.
 - Quated prices, credit terms and other bid specifications.
 - Informed customers of promotions to increase sales productivity and volume.
 - Built relationships with customers and community to promote long term business growth.
 - Negotiated prices, terms of sales and service agreements.
- Self employed** 12/2019 - Till now
Doing own business

Education

<ul style="list-style-type: none">Gyan Bharti School Intermediate 50.42	2009
<ul style="list-style-type: none">MS University BSc Multimedia & Animation 62	2013
<ul style="list-style-type: none">Integral University MBA 72	2016
<ul style="list-style-type: none">Ducat institute Digital Marketing A	2017

Skills

- Self motivated
- Decision making
- Team building
- Organization and time management
- Training and development
- Good Telephone etiquette
- Cultural awareness
- Teamwork and collaboration
- Interpersonal communication
- Point of sale operation