

LIKHITH KUMAR M C

📞 7026578216 ✉️ [EMAIL](#) [LinkedIn](#)

Education

Master of Business Administration

PES University

Feb 2023 – Aug 2024

Bengaluru

Bachelor of Science (CZBt)

Faculty of Government Science

Jun 2019 – Sept 2022

Relevant Skills and Technology

- JMP – Intermediate
- SPSS – Intermediate
- Adaptability
- BI Visualizations
- SEMrush
- Screaming frog
- Gamoshi (Ads slot selling)
- Clay (Data collection)
- HeyReach
- CopyAI
- Smartlead.Ai
- Cluster
- Analysis
- Protected Media
- Adobe Express
- Regression
- Time Management
- Data Modeling
- Logistic Regression
- Google Ads
- Google keyword planner
- Interpretation
- Factor Analysis
- Business Communication
- B2B Marketing Branding

Research Papers

National level conference

*Presented and published the research paper at National level conference on the topic “**THE RESEARCH ON AIR FRESHENER BUYING PREFERENCES**”*

National level conference

*Research paper on Jio’s supremacy titled “**JIO’S SUPREMACY IN TELECOMMUNICATION MARKET**”*

National level conference

*Research paper on “**Air India**” which covers company’s overall SEO Strategies Online presence, social media strategy, keyword analysis*

Experience

Navikshaa Technologies, | January, 2025 – Present

Team Lead- Sales

- Led and managed a team of sales executives, ensuring smooth daily operations and effective team coordination.
- Trained and mentored new team members on sales processes, communication skills, and company offerings.
- Worked closely with internal departments to streamline lead generation and client onboarding processes.
- Handled client communications, providing product insights and addressing queries to build long-term relationships.
- Monitored sales activities and guided the team to improve their outreach and closing techniques.
- Contributed to sales planning and strategy meetings to enhance business development initiatives.

Krutanic Solutions, Bengaluru | (September, 2024- December, 2025)

BDA (Business Development Associate)

- Successfully achieved sales targets by effectively promoting and selling educational products and services.
- Conducted market research to identify potential leads and developed customized outreach strategies.
- Built and maintained strong client relationships, ensuring high levels of customer satisfaction and retention.
- Collaborated with cross-functional teams to streamline operations and improve lead conversion rates.

- Awarded “Best BDA – Q3” for exceptional performance, surpassing quarterly goals among a team.

9 Media Online | 1st April 2024 – 30 May 2024

Market Researcher, Marketing and Sales

- Contribute to the development of innovative cold email outreach strategies, along with reporting.
- Play a part in crafting dynamic outreach strategies across LinkedIn, phone calls, and WhatsApp.
- Engage in email marketing campaigns, enhancing them with email personalization techniques.
- Assist with research and the integration of AI technology into our existing services to enhance the customer experience.

9 Media Online | 1st June 2024 – 30 June 2024

AdOps Analyst

- Monitoring IVT (Invalid Traffic): Ensured ad integrity by keeping invalid traffic (IVT) within acceptable limits.
- Digital Advertising Tools/Platforms: Gained a solid understanding of various digital advertising tools and platforms such as Gamoshi, Protected media, and others.
- Technical Skills: Familiar with SQL, Excel and BI tools, leveraging these skills to enhance data analysis and reporting.
- Excel Proficiency: Skilled in using Excel, including VLOOKUP, pivot tables, and formulas for report generation.

Certifications

- | | | |
|---|----------------------|--------------------------------|
| • MySQL (Intermediate) | • Market research | • Project management |
| • Postgres SQL(Intermediate Science) – Intermediate | • Microsoft Power BI | • Business Intelligence Basics |
| • Excel (Intermediate) | • Tableau | • Data Science fundamentals |

Hobbies and Interests

- Playing cricket and volley ball.
- Interested in Constitution and History learning.
- Gardening and working in the agricultural field with father.

Achievements/awards

- Cleared the 1st round in the SSB interview, cleared the written test of the Air force for the post of technical assistance.
- Cleared theory exam and physical exam conducted by KPSC for the post of police constable.
- Cleared All India Red Cross Examination Conducted by Indian Red Cross Society.
- Awarded by Akhila Bharatha Veera Shaiva Mahasabha.

