

Bharath Kumar S

Marketing & Sales Executive

📍 Vijayapura, Devanahalli Taluk, Bangalore Rural, Karnataka – 562135

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Professional Summary

Results-driven **Marketing and Sales Executive** specializing in **digital marketing, client engagement, and business development**. Skilled in driving measurable growth through **data-driven strategies**, innovative campaigns, and strong client relationships.

Professional Experience

Marketing and Sales Executive

Private Sector — 2023 – Present

- Identified new business opportunities and managed client relationships to achieve sales growth.
- Executed digital and traditional marketing campaigns to enhance brand visibility.
- Prepared performance reports and analyzed marketing data using Excel and analytics tools.
- Collaborated with cross-functional teams to exceed business targets.

Intern – Bimal Auto Agency

2022 – 2023

Analyzing Customer Preferences & Sales Strategies

- Conducted customer behavior analysis and developed insights for sales improvement.
- Assisted in optimizing sales strategies and campaign performance.
- Gained hands-on experience in market research and customer engagement.

Education

B.Com (Finance & Marketing) – Government First Grade College, Yelahanka
Key coursework: Marketing Analytics, Consumer Behavior, Financial Management

2019–2022

12th (PU) – Pragathi PU College, Vijayapura
Commerce Stream

2021

10th (SSLC) – Shrungeri Sharada High School, Vijayapura

2019

Skills & Expertise

Marketing: Digital Marketing, Brand Strategy, SEO/SEM, Content Marketing, Marketing Analytics

Sales: Sales Management, Business Development, CRM Systems, Negotiation, Account Management

Leadership: Team Building, Strategic Planning, Communication, Decision Making, Mentoring

Technical: Google Analytics, Salesforce, HubSpot, Excel, Data Analysis, Marketing Automation

Key Strengths

- Strong analytical and problem-solving skills
- Excellent communication and negotiation abilities
- Creative and data-driven decision-making approach
- Adaptable and proactive team player

Additional Information

Actively participates in marketing workshops and online training programs.

Open to relocation and hybrid/remote opportunities.