

# Vidhanshu Kumar

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## Professional Summary

A detail-oriented and analytical professional with experience in sales, negotiation, and team leadership. Skilled in problem-solving, communication, and strategic thinking. Proven ability to manage teams, drive sales, and expand business growth effectively.

## Education

BSEB Board (2023) – 79%

CBSE Board (2021) – 67%

## Work Experience

**Business Development Manager | WCB Drinks Pvt. Ltd.** 2024 – 2025 (9 months)- Spearheaded business development initiatives, resulting in significant expansion of client base across various sectors including HoReCa and corporate brands.- Oversaw end-to-end sales operations, including customized bottle branding, production coordination, and logistics.- Built and nurtured long-term partnerships to boost brand visibility and drive sustainable revenue growth.- Led a cross-functional team, set clear KPIs, and ensured consistent achievement of monthly sales targets and customer satisfaction goals.

**Sales Executive | Mobikwik** 2023 – 2024 (8 months)- Played a key role in driving digital payment adoption and sales growth by identifying new market opportunities and client segments.- Successfully negotiated and closed high-value deals with business clients, contributing directly to revenue targets.- Managed and mentored a team of junior sales associates; monitored team performance and implemented improvement plans.- Collaborated with the marketing team to align sales campaigns and ensured seamless execution of customer acquisition strategies.

**Sales Executive | Otipy (Crofarm)** 2023 – 2024 (6 months)- Managed B2C sales operations and strengthened customer relationships to maximize product reach in the fresh produce segment.- Engaged in strategic negotiations, improving conversion rates and increasing repeat customer base.- Supported local marketing initiatives and promotional campaigns, directly contributing to customer growth in assigned zones.

## Skills

- Expert: Negotiation, Legal Writing & Drafting
- Intermediate: Content Writing, Microsoft Excel

## Personal Skills

- Strong analytical and problem-solving abilities
- Effective oral communication and attentive listening
- Creative thinker with innovative solutions
- Ability to handle criticism and work under pressure
- Leadership skills to guide and motivate teams