

# Arvind Chaudhary

Lucknow, Uttar Pradesh, India 226028

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## ➤ Professional Summary

Motivated and results-driven **Marketing Executive** with a robust foundation in marketing, sales strategies, operations management, and leadership. Demonstrates hands-on expertise in customer relationship management, lead generation, and business development. Adept at driving sales growth, improving conversion rates, managing promotional campaigns, and collaborating with cross-functional teams. Committed to contributing effectively to dynamic, growth-oriented organizations.

## ➤ Education

### MBA (Marketing)

Babu Banarsi Das University, Lucknow

Graduated: June 2024

### ➤ Bachelor of Commerce (B.Com)

Siddharth University Kapilvastu, Uttar Pradesh

Completed: June 2021

## ➤ Professional Experience

### ❖ Artistick's Art Forum Pvt. Ltd. — Marketing Executive

June 2024 – Present

- Manages sales operations and client relationships.
- Leads business development: prospecting, negotiating, closing deals.
- Collaborates internally to ensure smooth order processing and customer satisfaction.
- Supports and executes promotional campaigns and exhibitions to enhance brand visibility.

❖ **PNB MetLife** — Marketing Intern

Summer Internship

- Focused on customer relationship management and outbound marketing.
- Executed lead generation activities, achieving a 25% rise in qualified leads and a 30% boost in conversion rates.
- Gained valuable exposure to customer engagement and sales processes.

➤ **Skills**

- Marketing & Sales Strategies
- Customer Relationship Management
- Lead Generation & Conversion Optimization
- Business Development
- Operations Management
- Promotional Campaigns & Exhibitions
- Leadership & Team Management
- Negotiation and Deal Closure

➤ **Technical Skills**

- MS Office Suite (Word, Excel, PowerPoint)
- Google Workspace (Docs, Sheets, Slides)
- CRM Software (Salesforce basics)
- Email Marketing Tools
- Social Media Marketing Platforms (Meta, LinkedIn)

➤ **Hobbies & Interests**

- Playing cricket and badminton
- Reading business and marketing books
- Participating in group discussions and debates
- Exploring new marketing trends and digital tools
- Volunteering for community events and workshops

➤ **Strengths**

- Strong interpersonal and communication skills
- Quick learner, adaptable to new environments
- Excellent organizational and time management abilities
- Analytical mindset and problem-solving orientation
- Collaborative; thrives both independently and with teams

➤ **Areas for Improvement**

- Tends to pursue perfection, sometimes causing delays
- Prefers structured environments; working to thrive in ambiguous situations
- Open to expanding technical expertise beyond current CRM and digital platforms

➤ **Projects & Achievements**

- Increased qualified leads by 25% and conversion rates by 30% during internship at PNB MetLife.
- Played a key role in planning and executing brand-enhancing campaigns and sales initiatives at Artistick's Art Forum Pvt. Ltd.

➤ **Personal Information**

- Name: Arvind Chaudhary
- Location: Lucknow, Uttar Pradesh, India 226028
- Languages: Hindi, English