**ADITYA MALIK** Lucknow, India | +91-98765-76543 | aditya.malik.sales@gmail.com | LinkedIn

### **Career Objective**

Energetic and customer-focused B.Com graduate with strong communication and interpersonal skills, seeking an entry-level role in **sales** or **business development**. Experienced in handling in-person customer interactions and enthusiastic about growing in a target-driven environment.

### **Education**

**Bachelor of Commerce (B.Com)** University of Lucknow | 2020 – 2023

* Courses: Sales Management, Consumer Behavior, Business Economics

### **Internship Experience**

**Sales Intern – Retail Channel Sales** **BigBazaar, Lucknow | Jan 2023 – Mar 2023**

* Assisted sales staff in customer handling and product recommendation
* Promoted high-ticket items and helped close walk-in sales
* Tracked footfall and conversions during a seasonal campaign

**Campus Ambassador – EdTech Startup** **Oct 2022 – Dec 2022**

* Promoted paid courses and generated 100+ leads from campus and WhatsApp groups
* Coordinated demo sessions and followed up via cold messaging

### **Skills**

* **Sales Functions**: Lead Generation, Client Relations, Cold Outreach
* **Tools**: Google Sheets, Canva, MS Excel
* **Soft Skills**: Communication, Persuasion, Target Orientation
* **Other**: Basic CRM (Freshsales), Social Selling

### **Certifications**

* Inside Sales Fundamentals – Aspiring Minds
* Lead Generation & Prospecting – Internshala
* Cold Calling Tips That Work – HubSpot Academy

### **Projects & Activities**

* College Fest Sales Head – Led sponsorship and stall sales (₹50k revenue)
* Created mock CRM pipeline for academic project

### **Languages**

English, Hindi