



## Elton ALPHONSO

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### SUMMARY

MSc Marketing Management student at EDHEC with five years of B2B tech sales experience. Generated consistent revenue growth and account expansion through CRM-led strategy. Previously drove brand engagement for Tinder India via digital and on-campus activations. Seeking a marketing internship to translate frontline customer insights into scalable growth campaigns.

### PROFESSIONAL EXPERIENCE

#### NEWFOLD DIGITAL, MUMBAI, INDIA

FEB 2024 - AUG 2025

##### SENIOR SALES SPECIALIST

- Generated \$200K+ in annual new business and achieved the #1 revenue rank for two consecutive quarters.
- Led a 6-member team to hit 100% of renewal targets by optimizing CRM workflows and conversion efficiency.
- Awarded MVP honors in last two quarters and won three sales contests (SPIFFs) for highest deal size.

#### LOOP HEALTH, MUMBAI, INDIA

SEPT 2023 - JAN 2024

##### ACCOUNT EXECUTIVE

- Achieved 100% of Q4 2023 quota by converting 30% of demos using data-backed business cases that quantified financial impact for C-suite buyers.
- Generated 30% of the sales pipeline through networking, maintaining a consistent 4:1 pipeline-to-quota ratio.

#### NEWFOLD DIGITAL, MUMBAI, INDIA

NOV 2020 - SEPT 2023

##### SALES SPECIALIST

- Delivered \$140K+ in annual sales by translating SMB business needs into scalable digital infrastructure solutions.
- Executed a targeted upsell campaign that drove \$75K in incremental revenue by designing product bundles and value-based positioning for existing clients while managing a 3 member team.
- Earned 12 performance awards, including 4x Quarterly MVP, 8x Managers Award and the 2022 Sales Bounty.

#### TINDER, MUMBAI, INDIA

AUG 2018 - MAY 2020

##### CAMPUS MARKETING REPRESENTATIVE (INTERNSHIP)

- Engaged 8,000+ students via multi-channel digital content and social media strategies to drive brand adoption.
- Executed 8+ guerrilla marketing activations annually, significantly scaling brand visibility across Mumbai's university network.
- Improved brand sentiment by leading targeted presentations and direct engagement to clarify brand positioning for the local market.

### EDUCATION

#### EDHEC BUSINESS SCHOOL, FRANCE

2025-2026

Msc. Marketing Management, Luxury & Fashion Track

#### MUMBAI UNIVERSITY, INDIA

2015-2020

B.E. Electronics & Telecommunication

### ACADEMIC PROJECTS

- Finalist | L'Oréal Product Development Challenge: Conceptualized the "Future of Luxury Perfume" by designing an innovative, eco-friendly tech dispersion method focused on sustainability and high-end consumer experience.
- Finalist | Lacoste International Marketing Challenge: Developed a strategic market entry plan to scale Lacoste's market share in China via localized brand positioning and consumer insights.
- Finalist | Carrefour Brand-Communication Challenge: Engineered a communication strategy bridging US/Chinese retail trends to drive French market sales and modernise brand engagement.

### CERTIFICATIONS

• Successful Negotiation – University of Michigan

2020 • INSIDE LVMH – LVMH 2025

### SKILLS

- Brand Activations
- Customer Insights & Persona Mapping
- CRM Strategy
- Retention & LTV Management
- CRM (Salesforce)
- Mentoring
- Leadership
- Market Segmentation
- Competitor Analysis

### HOBBIES

• Reading • Running • Cooking • Philosophy • Meditation