

**RAJAT KHARE**

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Seeking intermediate level assignment in the domain of Marketing Profile and Inside Sales with an organisation of repute, preferably in IT industry.

Preferred Location: Delhi/ NCR

**PROFILE SUMMARY**

- Nominated amongst the Top 5 Excellent researchers
- Targets achieved on time as per given projects
- Understanding the domestic as well as international customer behaviour
- Working on prospects by follow-ups
- Maintaining reports

**CORE COMPETENCIES**

- Figuring out what is the best thing to say to early-stage targets, what are the best early-stage offers
- Focusing on “educating” the prospects for demand generation
- Creating quality leads for maximum conversions.

**EMPLOYMENT DETAILS**

**Net4India Ltd**, Noida

Duration: August 2014 till Present

Working as a “**Sales Executive**” since August 2014

Portfolio of services: Hosting, e-mails, Domain Registration, SSL securities and VPS Services.

Highlights:

- To maintain the relationship with new and existing client and coordinate with them for Net4 Services.
- Involve in New sales and Renewals of Domains, Hosting and email ids.
- Maintain the funnel through CRM System for further Follow ups through emails and Telephonic conversation.
- Communicate with corporate personnel’s for New and Cross Sales for SSL and VPS.
- Take inbound calls from customers to provide support and resolving queries.
- Responsible for Revenue growth, monitor service delivery and Collections.
- Manage the existing Client accounts to help them for growing the business.
- Editing and verification of data for correct delivery to clients

**PREVIOUS WORK EXPERIENCE**

- ISource opportunities, worked as “**Research Analyst**” Since September 2012 to February 2014
- Responsible for client coverage and client services as per the company for optimal utilization of the information and feedback system
- Provide them a better IT solution for client organisation in terms of hardware and software.
- Worked with Cisco, EMC, SAP, Blackberry and Lenovo with international market.
- **Final Newsletter – Private**

- Comprehensive research on all companies of private sector for collecting information.
- Talking to Managers, GMs in IT dep't of companies to extract out their bigger IT plans in the pipeline.

## ACADEMIC DETAILS

- MBA (Marketing) from LPU, Jalandhar in 2012
- BCA from Dr. VSICS, Kanpur in 2010
- 12<sup>th</sup> (UP Board) from DMU Inter College
- 10<sup>th</sup> (UP Board) from GUIC

## SUMMER INTERNSHIP

Organisation: J. K. White Cement, Kanpur  
 Project Title: Consumer perception about its company and its products  
 Scope: The research study had an objective to analyze the brand performance Of J.K. Cement.

## RESEARCH PROJECT: "CAPSTONE PROJECT"

**Topic: A study of factors affecting consumer buying behaviour in case of food products due to labelling and packaging in FMCG sector.**

- The research study had an objective to analyze the consumer awareness and to know whether different types of labelling for different types of brands impact consumers' purchase decision.
- Arrived at the conclusion that design of the packet, Nutritional value, Information (contact, usage & information like weight etc) and 3Ps (Product, Price & Promotion) are the four factors that affect consumer purchase decision before purchasing a product.

## EXTRAMURAL ENGAGEMENTS & ACCOLADES

- Core member of marketing committee in general management club "SPIDER CLUB" at lovely professional university
- Member of "discipline committee" in "Le-Melange"- a national level management festival
- Certification by the **CYNOSURE**, institute of finishing grooming and corporate training by Archie Sehgal.
- Certification by LPU, (Advertisement) simulation game winner
- Certification by MIE (Make India Employable)

## IT SKILLS

- Well versed with MS Office Suite (2003 & 2007) and Internet Application

## PERSONAL DETAILS

Date of Birth: 20<sup>th</sup> April, 1989  
 Current Address: Noida sector -22  
 Permanent Address: 9/11 Safed colony, Dada Nagar, Kanpur, 208022  
 Languages: Hindi & English