

ARPIT KARARIWAL

Business Development and Strategist

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Website/Link

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Mumbai



EXPERIENCE

Business Development Associate

Ketto Online Ventures

May 2016 - ongoing

Mumbai

Crowdfunding Platform

- Working closely with CEO and founders, using experience to expand organisation & achieve goals.
- Handling two teams of campaign managers simultaneously and responsible for lead generation.
- Responsible for all the corporate partnerships and exploring ways to include them in fund raising activities.
- Responsible for ATL marketing activities to increase awareness about brand among target consumers
- What was an example of a successful outcome of this activity? (e.g. Made 30+ partnerships)

Business Development & marketing Intern

PrintBindaas Pvt Ltd

Dec 2015 - Apr 2016

Mumbai

E-commerce Platform for printing solutions

- Branding activities with school and colleges.
- Built Sales Revenue through key account management.
- Achieved quarterly sales target for introducing yearbook concept among new institutes.

Executive

HT Media Ltd

Jan 2014 - Dec 2014

Gurgaon

Print Media

- Launched a new initiative in the name of www.bidnbid.com for the real estate industry which enabled me to learn how to execute a project successfully from scratch.
- Consulted builders and brokers for marketing new projects.
- Achieved monthly targets of bringing maximum customers on board.
- Generated leads and converted them to potential clients for company.
- Prepared and presented monthly reports to senior management.
- Mentored new recruits under the training and development programs.

ACHIEVEMENTS



Highest Customer retention rate in previous organization

A bit about your achievement



Motivator for sales team

A bit about your achievement

LANGUAGES

Language

Proficient



Hindi

Native



German

Intermediate



Urdu

Advanced



Analysis of consumer behavior towards sports events in Singapore

Jan 2015 - Apr 2015 Singapore

Sports Management & marketing

- This study focuses on the people's engagement in sports activities mainly as a viewer and what are the factors behind their motivation of attending sports events..

EDUCATION

Masters of Global Management - Marketing

S P Jain School Of global Management

📅 Date period

GPA
2.36 / 4.00

Post Graduate certificate in International Marketing

Indian Institute of Foreign Trade

📅 May 2014 - Dec 2014

GPA
3.15 / 4.00

Bachelors of Technology

Amity University

📅 July 2009 - May 2013

GPA
5.60 / 10

Analysis of international educational sector in Australia

📅 May 2015 - Aug 2015 📍 Sydney

Education Marketing

- This study was focusing on international higher education sector in Australia, and the reason why foreign students choose Australia over other countries for their higher education. Assist the S P Jain Sydney marketing team for social media marketing.

Comparative study of marketing strategies by foreign education institutes in Dubai

📅 Sep 2015 - Dec 2015 📍 Dubai

Education Marketing

- This study focuses on huge UAE education sector, what marketing strategies followed by international branch campuses to attract more of foreign students to their campuses in Dubai and business environment for education market in Dubai. Design of Marketing strategies for S P Jain Dubai campus