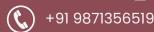
Aditya Malhotra







Education Background

Galgotias College of Engineering & Technology, Greater Noida, U.P. India

Bachelor of Technology in Electronics & Communication Engineering

Completed in July 2019

Skills

- Sales and Negotiation
- · Relationship Building
- Communication and Presentation
- Market Research and Analysis
- · Problem-Solving and Consultative Selling
- CRM (Freshsales) and sales tools
- Technical knowledge
- Business Development
- Branding
- Sales Strategy
- Social Media Campaigning
- Career Counselling
- Public Speaking
- Sponsorship
- Leadership

Position of Responsibilities

General Secretary, Student Council GCET 2018-19

Skills: Leadership, Organization and Coordination, Communication, Problemsolving, Initiative and innovation, Teamwork and collaboration, Event management, Time management, Record keeping and Documentation, Public Speaking

Club Head, Galgotias Sponsorship Club 2017-18

Skills: Leadership, Sponsorship acquisition, Communication, Networking and Relationship Building, Marketing and Promotion, Negotiation, Problem-solving, Time management, Budget management

College Representative, T-Summit, Chennai 2017

Skills: Presentation skills, Event promotion and marketing, Communication, Transferable skills

LOR & Awards

- Received CEO's LOR for exceptional work at the student council of college.
- Mr. Corporate Award recipient at Job Fair
 2018
- First Runner Up at Megathon 2017 (Digital Marketing Competition).
- Best Team Award at Product Launch 2016.

About Me

I am an Electronics and Communication Engineer with a passion for business, sales, marketing, and social welfare. I have a proven track record of success in sales, negotiation, securing sponsorships, managing teams, and in building brand strategies. I am also a skilled communicator and have a strong work ethic. I am looking for a challenging role where I can use my skills and experience to make a positive impact.

Professional Experience

Prepinsta Technologies Pvt. Ltd.

Business Develpment Executive | Nov 2022 - Present

Key responsibilities:

- Conducted webinars and presentations for career counseling and product pitching.
- Assisted in drafting business plans, sales pitches, presentations, and reference material.
- Developed and implemented sales strategies, client service, and retention plans.
- Analyzed sales data to inform and update marketing strategies.
- Managed client/student information in the CRM database.
- Managed and ran targeted advertisements on Instagram and Facebook for lead generation.
- Proactively performed inbound and cold calling for business development.
- Demonstrated strong interpersonal skills with effective engagement at all levels.

APPWARS Technologies Pvt. Ltd.

Sr. Business Development Associate | Aug 2021 - Nov 2022 Business Development Associate | Feb 2020 - Aug 2021

Key responsibilities:

- Conducted seminars, webinars and presentations for career counseling and product pitching in various colleges.
- Assisted in drafting business plans, sales pitches, presentations, and reference material.
- Developed and implemented sales strategies, client service, and retention plans.
- Analyzed sales data to inform and update marketing strategies.
- Managed client/student information in Excel.
- Proactively performed inbound and cold calling for business development.
- Demonstrated strong interpersonal skills with effective engagement at all levels.

BMW Group India

Management Intern | Jan 2018 - Feb 2018

- Supervised and managed models at the BMW auto expo stall.
- Developed strategic plans for manpower and volunteer management at the stall.
- Interacted with visitors, answering inquiries and promoting the RMW brand
- Coordinated with event organizers, colleagues, and vendors.