

# Aditya Malhotra

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## 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, Problem-solving, 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 Development 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 BMW brand.
- Coordinated with event organizers, colleagues, and vendors.