

Anirudh Ramesh Agarwal

Looking for a long-term marketing career opportunity that aligns with my future vision, catapults my current skillset and capabilities in sales and customer relations and delivers a synergized personal and organizational growth.

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EDUCATION

MBA

Institute Of Management Technology (IMT),
Hyderabad

06/2017 - 03/2019

GPA-9.43/10

WORK EXPERIENCE

Guest Relations Manager

Proteus Ventures LLP (Primus Co-Work)

12/2019 - 05/2020

Mumbai

Achievements/Tasks

- Administered allotted restaurant operations
- Addressed objections of inbound enquiries
- Tailor made packages as per guest requirements
- Facilitated restaurant Co-working space
- Generated a sales pipeline of 40 leads in 2 months.
- Negotiated and closed a deal with a client for an annual package- Rs.35,400
- Executed new strategy- client testimonial, feedback

Management Trainee

ICICI Prudential Life Insurance

05/2019 - 07/2019

Mumbai

Achievements/Tasks

- AGENCY CHANNEL- Recruiting potential prospects to build a team of life insurance agents
- Building a team of diversified agents- businessmen, teachers
- Training and preparation of recruits for life insurance license examination by IRDAI
- Driving life insurance channel through agency networks

Business Development Executive-Summer Internship

H&R Block

03/2018 - 06/2018

Mumbai

Achievements/Tasks

- Operated in the GST department, Mumbai region
- Involved in the sales life-cycle process- lead generation to deal closing
- Established leads of 3 large enterprises
- Mentored a team of 3
- Secured a deal- Rs.1,26,000 from a manufacturing firm
- Guided clients in smooth onboarding

SKILLS

Sales

Negotiation

Team Handling

Customer Relations

Revenue Generation

PROJECTS

Internship (03/2018 - 06/2018)

- Customized GST services- prospecting, business development
- Analyzed industries like manufacturing, automobile and restaurant
- Recommended strategies to improve operational processes at H&R Block
- Educated clients about GST webinars organized by H&R Block

Graduation Project- Research Project-Smartphones (12/2015)

- Conducted primary research to understand brand perceptions
- Developed a survey to identify buying factors, Sample size-100
- Communicated with consumers to decipher buying behaviour

CERTIFICATES

The Fundamentals Of Digital Marketing (03/2020)

Google Digital Garage

Customer Service (04/2020)

Oxford Home Study

Successful Negotiation- Essential Strategies And Skills (04/2020)

University Of Michigan

Brand Management- Aligning Business, Brand And Behaviour (08/2020)

University Of London

ACHIEVEMENTS

Awarded for exceptional contribution In business development- summer internship at H&R Block (10/2018)

Certificate of appreciation

Logistics And Sponsorship Head (02/2019)

Mercatus Mantra- marketing club of MBA college

Logistics And Sponsorship Head (02/2019)

Antragna- cultural club of MBA college

Logistics And Budget Co-Ordinator (01/2019)

Impelz- annual management festival of MBA college

LANGUAGES

Hindi

Native or Bilingual Proficiency

English

Full Professional Proficiency

Marathi

Full Professional Proficiency