



RAHUL THAKUR

**BUSINESS DEVELOPMENT MANAGER
&
FREELANCER CONSULTANT
(MUMBAI & PUNE)**

SPECIALIZING IN

- > MARKET RESEARCH
- > OTC BRAND MARKET
- > PHARMACEUTICAL INDUSTRY
- > CORPORATE GIFTING
- > LEAD GENERATION
- > COLD CALLING
- > CLIENTS MEETING
- > NEW CLIENT ACQUISITION
- > CLIENT SERVICING
- > CORPORATE SALES
- > EMAIL & SMS MARKETING
- > MOBILE APPLICATION
- > BANNER ADVERTISING
- > NEGOTIATION
- > CUSTOMER RELATIONSHIP MANAGEMENT
- > ANALYSIS OF REPORTS
- > PHARMACEUTICAL CORPORATE GIFTING
- > FACEBOOK MARKETING
- > WHATSAPP MARKETING
- > DEMONSTRATION OF GIFT

WORK EXPERIENCE

BUSINESS DEVELOPMENT MANAGER - SAKSHAM INNOVATION PVT LTD
(MUMBAI & PUNE) / [Sept'18 to May' 19](#)

FREELANCER CONSULTANT - FREELANCE (MUMBAI & PUNE) / [Dec' 17 to Sept' 18](#)
(**1 Year 6 Months**)

I started working as Freelancer Consultant after Full time MBA in Marketing. I was dealing with many vendors on behalf of 5% Sales Commission. Saksham Innovation offered Full Time Job to me, BDM Designation, Salary Rs. 22,000, Travelling Expenses, 4% Incentives on every deal.

Responsible for Following up new business opportunities and setting up meetings, Planning and preparing presentations, Communicating new product developments to prospective clients, Overseeing the development of marketing literature, Writing reports, Providing management with feedback.

ACHIEVEMENT

- Collected Database (Mobile Number and E-Mail ID) of **1100+** Product Managers, Group Product Managers, Marketing Managers, CEO, MD of Top Pharmaceutical and FMCG Companies.
(ABBOTT INDIA, CIPLA, WOCKHARDT, BAYER INDIA, GLENMARK, ROCHE, JOHNSON & JOHNSON, NIVEA, DANONE, SANOFI, PFIZER, COLGATE, FDC, LUPIN, GSK, NESTLE, NOVARTIS, ZUVENTUS, ZYDUS CADILA, ALEMBIC, AJANTA, OAKNET, KOYE PHARMA, AKUMENTIS, DELCURE, MICROLAB, IPCA, ARISTO, RPG, J B CHEMICAL)
- Converted **WOCKHARDT** for
 - R BUDDY** Mobile Application Development - Mobile Application for M.R to Communicate Margin discounts on purchase of Bro - Zedex, Ace-Proxyvon and Wockadine Brand.
 - Bro - Zedex** offers Communication with 3,09,000 Chemists across India via SMS.
 - Ace - Proxyvon** Brand availability with the help of VONEY Application.
- Converted **NESTLE SKIN CARE** for
 - Cetaphil** Brand offers Communication with 3,09,000 Chemists across India via SMS.
 - WhatsApp artwork Communication 10,000 Dermatologist across India once in Month.
 - SMS communication daily with the Internal Field Force.
 - Banner Advertising for Cetaphil Moisturizing Lotion.
- Converted **ROCHE DIABETES CARE** for
 - Accu - Chek Brand, Chemists Display Service with 5000 Chemists in India.
 - Mysugr Brand, Chemists Reward via PayTM on every activation with 3000 Chemists in India.
- Converted **BAYER INDIA** for
Communication of Offers and Schemes with 15,638 Chemists in Mumbai via SMS.
- Converted **KOYE PHARMACEUTICAL** for
Brand Purchased from GSK Communication with 3,09,000 Chemists across India via SMS.
- Converted **MICROLABS** for
PayTM Recharge and Mobile Recharge on behalf of Availability in some part of Mumbai, Delhi and Pune.
- Converted **ARISTO PHARMACEUTICAL** for
Brand V-TOTAL Banner Advertising on VONEY Application for 3 Months.
- Converted **RPG LIFESCENCE** for
Brand MINMIN TONIC Banner Advertising on VONEY Application for 4 Months.
- Converted **JB CHEMICAL** for
Rantac Brands Offers and Schemes Promotion with 3,09,000 Chemists across India.
- Converted **IPCA** for
3D Mobile Application for Dentists and Brand ZERODOL Promotion via Banner Advertising.
- Converted **DANONE** for
PROTINX Brand Promotion with 12000 Chemists and 10% REWARD via PayTM on every purchase of Rupees 500 or more.

EDUCATIONAL QUALIFICATION

Year	Degree	Institute	Results
2015 -17	MBA (Marketing)	Guru Nanak Institute (GNIMS), Mumbai	60.37%



SKILLS

- > PUBLIC SPEAKING
- > TEAMWORK
- > DECISION MAKING
- > RESEARCH & STRATEGY
- > EMOTIONAL INTELLIGENCE
- > SALES & MARKETING

Address -

1104, Emerald Building, Ajmera Heights,
Yogi Dham, Kalyan West,
421301.

Date of Birth - 12 / 06 / 1991

UNICHEM LABORATORIES (Mumbai Region) / May'14 - Feb'15

CLINICAL BUSINESS ASSOCIATE (9 Months)

Responsible for the sales of medicine in Ghatkopar region for VITUS Pain Management Division.

ACHIEVEMENT

- Sales up from Rupees 73,000 in the month of May 2014 to Rupees 2,65,000 in the month of February 2015.
- **LINOX Total Launched in Jan'15**
Sold 700 strips in just 1 month, Highest among all 341 Clinical Business Associates.
- Successfully converted 7 Orthopaedic Doctors from Ghatkopar to attend 12 weeks Educational Conference sponsored by UNICHEM LABORATORIES.
- Successfully converted 64 Chemists in Ghatkopar for the Availability of IZRA, ZULU, PREGABA and LINOX Brands in just 3 months.

NUMBERRS BY ROHAN RAWAL (Mumbai Region) / Sep'12 - Apr'14

MARKETING EXECUTIVE (1 Year 8 Months)

Responsible for Student Acquisition via Facebook Groups, Facebook Pages, Youtube Channel and many offline sources.

ACHIEVEMENT

- Website Traffic up by 62.80%
- Sales up by 350%
- 150+ Facebook Led Conversions
- Page Followers up 600+ in 2 Months
- Youtube Videos views up by 130%.

EDUCATIONAL QUALIFICATION

2009 -12	BMS (Marketing)	Dnyansadhana College, Mumbai	62.50%
2007-09	Higher Secondary	H. V. K. Tanna Jr. College, Mumbai	61.00%
2007	Secondary	Sarvodaya School, Mumbai	67.38%

REFERENCES

Mr. Ashish Jain Director	Saksham Innovation pvt ltd	ashish@medgini.com	96402 72040
Mr. Anil Bajaj Group Product Manager	Wockhardt	Anil@wockhardt.com	99204 24369
Mr. Ravil Thakur Product Manager	Roche India	ravil.thakur@roche.com	77108 28856
Ms. Sheetal Narkar Sr. Product Manager	Nestle Skin Care	sheetal.narkar@galderma.com	88792 91129
Ms. Sashikala Shetty General Manager	J B Chemical	Sashikala.shetty@jbchemical.com	98927 00402
Mr. Supriyo Lahiry Sr. Vice President	Medley	Retired	98208 08359
Mr. Ganesh Kute General Manager	Indchemie	ganesh.kute@indchemie.com	98670 31203

I will show WhatsApp Chat between Saksham Innovation founder / Director Mr. Ashish Jain and Me from 1st May, 2019 to 13th May, 2019. I resigned on 13th May, 2019. In this period he replied by saying "Ok Great", "Great keep trying for tomorrow", and many more reply.