

Vivek Kumar Singh

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Career Objective

Motivated and results-driven professional with 2+ years of experience in Sales, Marketing, and Business Strategy. Skilled in leveraging digital tools, emerging technologies, and problem-solving.

Professional Experience

Senior Executive – Sales & Business Strategy

Spark Minda | June 2023 – Present

- Designed and executed B2B & B2C strategies, aligning with client needs and market trends.
- Partnered with cross-functional teams to implement technology-driven campaigns for lead generation and client engagement.
- Applied data analytics (Excel, PowerPoint, CRM tools) to identify insights, support decision-making, and enhance business outcomes.
- Proposed and communicated innovative solutions to product and quality teams for continuous improvement.
- Lead client relationship management initiatives, ensuring diverse stakeholder collaboration and long-term partnerships.

Hitachi – Sales Intern

- Assisted the sales team in identifying and approaching potential clients across various sectors.
- Conducted market research to analyze competitors, pricing trends, and customer preferences.
- Supported preparation of sales presentations, proposals, and product demonstrations.
- Coordinated with cross-functional teams to ensure smooth client communication and service delivery.

Core Competencies

- Problem Solving & Innovation – Designing solutions for client challenges using research and insights.
- Business Transformation – Supporting strategic growth and new go-to-market initiatives.
- Leadership & Collaboration – Delegating tasks, coaching peers, and working with cross-functional teams.
- Client Engagement & Relationship Management – Building strong networks and trusted partnerships.

Education

- PGDM (Marketing & IT/BA), GNIOT Institute of Management Studies (2021–2023)
- B.Com, Swami Vivekanand Subharti University (2017–2020)

Workshops & Seminars

- Digital Transformation (GIMS, Greater Noida)
- Effective Sales Pitch & Storytelling (GIMS)
- Leading with Emotional Intelligence (GIMS)

Achievements

- Recognized as Emerging Young Spark (FY 2023–24) for outstanding business performance.
- Consistently awarded Salesperson of the Month for delivering exceptional results.
- Active participant in case studies, ideathons, and innovation competitions, showcasing problem-solving skills.