Mr. RISHABH MATHUR

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8.rishabh.mathur@gmail.com

PROFESSIONAL SNAPSHOT-

- Marketing & Sales Professional with 6+ years of experience in Marketing, Business Development, BTL Activities, Handling brand property, Product Launches, and Brand Awareness etc.

- Proven record in managing offline Marketing for different companies that led to increase in brand awareness and sales.

WORK EXPERIENCE -

RK Trading and Consultants
Owner | January 2020 – Till Date
- This was a B2B & B2C role, where I was responsible for getting fresh orders of compostable plastic bags.
- My main target audience were major corporates, automotive industry & retails chains.

SHAREKHAN LIMITED
Deputy Marketing Manager | New Delhi & Jaipur | April 2018 – December 2019

- Plan / Strategize and Execute Local Lead Generation Activities (BTL Activities).
- Identify BTL Agencies affiliation, coordinate and plan activities.
- Identify opportunities / platform (touch points) for Lead Generation Activities at different locations. Creative planning of events / Coordinate with Regional Sales Team.
- BTL budgeting & preparation of BTL Activity Calendar.
- Coordination with Head Office for BTL Activity implementation.
- Achievements:
  -Maximum ROI on the BTL activations across Rajasthan & Delhi for Q2, Q3 & Q4 (2018)

GPA RETAIL PVT LTD
Corporate Sales Manager | New Delhi | April 2017 - December 2017
- Munafa Mart is a brick & mortar supermarket store which sells different kinds of products. I was responsible for sale of different products to offices in Delhi/NCR. Apart from the above, I was responsible for all BTL Activities for all Munafa Mart Stores across Delhi.

- Successfully generated revenue of Rs 2,00,000 in the 1st month, which went up to 5,00,000 in the next 2 months only. Added an average of 3-8 Corporates month on month.
- Hired 5 Marketing & Sales Representatives over a 6 months long period.
- Managing Key Accounts in the entire Delhi/NCR Region.
- Dealing with Purchase & Administration Department and closing deals.

CHAAYOS
Senior Marketing Executive | New Delhi | September 2015 - November 2016

- Being among the first 80 employees, I have been a critical resource in setting up the Marketing Department of the Company.
- Managed all corporate marketing functions with budget of Rs 5,00,000 including brand management, product launch, advertising, marketing collateral, and events.
  Looking after Café's Revenue and subsequently pushing revenue with different Marketing tools.

- Planned and executed Local Store Marketing (LSM) for all Stores across Delhi/NCR. I was responsible for giving ideas, and then executing them wrt in-house branding at all Chaayos Café's.

- Managed 3 stalls at Auto Expo 2016, handling a team of 18 promoters & generating a revenue of 21Lakhs+. Also managed several events like Pet Fed 2015, Comic Con 2015, NE Fest & Photo Fest (IGNCA), Swag Fest 2016.

ICICI BANK
Branch Banking Officer | Rayya, Punjab | April 2011 – June 2013

- ICICI is the leader in the Banking Sector. I was responsible for sourcing Current Accounts, Savings Accounts, Life Insurance, Kisan Credit Card, Gold Loan from within the areas around the Branch.

- It was a direct B2C Selling Role. I was also looking after day to day Operations of the Branch as well handling Customer requests to Clearing Department as well.

EDUCATION
- Masters of Business Administration (MBA)
  Galgotia University , Greater Noida , 2013 - 2015
- Bachelor of Business Administration (BBA)
Manav Rachna Educational Institute, Faridabad , 2007 - 2010
- Class 12 from Apeejay School, Faridabad with 79.2%
- Class 10 from DAV Public School, Faridabad with 75.6 %

SKILLS
- Mastery of MS Office (Word, Excel, Outlook, and PowerPoint
- Exceptional Presentation and Public Speaking Skills
- Fluent in Hindi & English

Father's Name : Mr.Rahul Krishna
Date of Birth : 8 August, 1989

Dated: (Rishabh Mathur)