



Marketing Operations & Business Development specialist with total 5 years of experience in Sales, Marketing, lead & demand generation, Business Research, operation, Growth Hacking, & People Management. Looking to leverage my knowledge and experience into a role as Marketing Operation.

RAKESH KUMAR

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DOB: 29-12-1990

Education

B. Tech Mechanical Engg. -66.92%
UKTU Dehradun 2009-2013

MBA Marketing -69.07%
RKDF Bhopal 2015-2017

Skill Highlights

- Great with People
- Project management
- Product Management
- Marketing Operation
- Product Life Cycle Management
- Strong decision maker
- Product Positioning
- Marketing & Business intelligence
- Industry & Customer Insight

Languages

English – Professional
Hindi – Native

Competency & Tools

Dynamic -365
MS Office /Outlook

Experience

Marketing Operations Consultant

KELVION INDIA PVT LTD • KOLKATA • 2018 – Present

- Work directly with the client & consultant gathering project requirements to analyze, design and Project clearance best practice business changes to technology with business strategy and goals.
- Experience in an analytical, results-oriented environment with external customer interaction.
- B2B, Project & corporate sales for Heat Exchanger, Compressor & Transformer Cooler, Chillers and Radiators in industry viz Power, steel, Sugar, Chemical, Food Processing industry and Pharma.
- Develop and deliver progress reports, RFP/RFQ proposals, requirements documentation and presentations
- Experience in collaborating directly with enterprise customers, from multiple location.
- Create and send new offers, do all the follow ups, close the deal.
- Consistently monitor competitor and market pricing and price offerings. accordingly, to win every deal
- Project Management - from project initiation to closure.
- Provide forecasts, reports, marketing intelligence, and information
- Develop and manage sales pipeline to achieve targeted revenue objectives

Executive -Product Analyst

TUV SUD South Asia •Gurgaon • 01/2017 – 11/2017

- Product analysis of Hardgoods.
- Quality Control & internal Calibration analysis of equipment's.
- Identification of applicable test as per country of destination.
- Implementation of HIRA for equipment

Certifications

Foundation of Project Management
Introduction to Data Analytics
Successful Negotiations