

RAHUL RAMESH BIRADAR

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SALES & MARKETING MANAGER

Results-oriented Business Development Associate with a strong foundation in finance and marketing. Proven track record in driving revenue growth, improving customer retention, and managing successful digital marketing campaigns. Skilled in B2B, B2C, and D2C sales strategies, with expertise in CRM, project management, and data analytics. Adept at using tools like Microsoft Office 365, Google Analytics, and WordPress to streamline operations and enhance client relationships. Seeking to leverage experience in a dynamic marketing manager role.

STRENGTHS AND EXPERTISE

Customer RetentionRelationship Management	Problem Solving & Analytical Skills	Strategic Planning
Digital marketing tools	SAAS Marketing Tools	Time Management
Effective Communication & Collaboration	Customer-Centric Approach	Stakeholder Engagement
	Sales Funnel Management	B2B2C sales management

PROFESSIONAL EXPERIENCE

Curatal pvt. ltd.

June 2024 – October 2024

Operations And Marketing Executive

Sales and Marketing

- Developed and implemented data-driven marketing campaigns, resulting in a 20% increase in client engagement.
- Enhanced online visibility through integrated social media strategies, increasing traffic by 20%.
- Utilized SaaS marketing tools such as HubSpot and Marketo to optimize campaign performance and lead generation.
- Leveraged project management tools like Asana and Trello to streamline campaign execution and cross-functional collaboration.
- Led a cross-functional team to create high-quality communications content, aligning with client goals.

Operations and Finance

- Optimized operational processes, reducing turnaround time by 36% and improving service delivery.
- Collaborated with finance teams to manage budgets and ensure cost-effective solutions in campaign execution.
- Reported operational performance to senior management, supporting strategic growth initiatives.

Customer Relationship Management

- Served as the main point of contact for key clients, ensuring seamless communication and client satisfaction.
- Managed client accounts and resolved issues, improving overall customer retention by 35%.
- Applied SPANCO and MEDDPIC sales methodologies and utilized account mapping data to provide tailored solutions and enhance long-term partnerships.

Graphy by Unacademy | Bengaluru, India

July 2023 – September 2023

Business Development Associate

Sales and Marketing:

- Developed and executed strategic business plans that resulted in a 15% increase in revenue within six months.
- Utilized Google Analytics and CRM tools to optimize sales funnel performance, increasing conversion rates by 20%.
- Conducted competitor analysis, leading to the launch of three new products.
- Launched targeted email campaigns that improved lead generation by 25% and increased customer engagement.
- Collaborated with the marketing team to design and execute promotional strategies, resulting in a 30% increase in brand awareness.

Operations and Finance Management

- Collaborated with cross-functional teams to streamline internal processes, resulting in a 25% reduction in operational costs.
- Improved internal workflows using data analytics, boosting overall efficiency by 50%.
- Oversaw product development and launch strategies, ensuring successful market entry.

Customer Relationship Management

- Strengthened relationships with key clients, contributing to a 20% increase in customer retention.
- Utilized CRM systems like HubSpot to manage customer data and identify upsell opportunities, boosting revenue by 30%.
- Implemented customer feedback loops, improving satisfaction rates and driving continuous service improvement.

Bharti Airtel Ltd | Bengaluru, India

May 2022 – June 2023

Key Account Manager

Sales and Marketing

- Developed financial projections and marketing strategies, leading to a 30% increase in revenue.
- Managed sponsor ads and banners through CRM tools, improving brand visibility and driving 30% growth in sales.
- Led the development of media plans and sales strategies, contributing to a 25% increase in market share.
- Analyzed customer data to implement targeted campaigns, boosting customer acquisition by 20%.
- Designed and launched a multi-channel digital advertising campaign, which increased online engagement by 40%.
- Collaborated with external agencies to create high-impact marketing materials that improved product visibility and increased sales by 15%.

Operations

- Managed operational aspects of key accounts, reducing costs by 30% through efficient financial management.
- Streamlined sales and supply chain operations, improving stock management and order fulfillment efficiency by 25%.
- Implemented automated financial reconciliation processes, reducing reporting errors by 15%.
- Coordinated with cross-functional teams to improve supply chain forecasting, leading to a 20% reduction in stockouts.
- Supervised end-to-end account management operations, resulting in a 10% improvement in delivery timelines.
- Developed vendor management protocols that improved operational efficiency, reducing lead times by 18%.

Customer Relationship Management

- Improved account management processes, leading to a 30% increase in demand generation.
- Managed a portfolio of 10 key accounts, leading to a 50% increase in revenue over 12 months.
- Utilized CRM analytics to tailor solutions for clients, resulting in long-term partnerships and enhanced customer loyalty.

EDUCATION

CMS Business School | 2020 – 2022
MBA in Finance & Marketing

Maharashtra Udaygiri Mahavidyalya | 2016 – 2020
BSc in Electronics & Computer Science
