

RITURAJ RITURAJ

Sales Intern

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PROFESSIONAL SUMMARY

Master in Management student at emlyon business school seeking a Sales internship. Proven track record in B2B/B2C sales, lead generation, and revenue growth. Skilled in consultative selling, negotiation, and leveraging data-driven insights to exceed targets.

EDUCATION

EM-Lyon Business School, France 2024 – Present

PGE – Masters In Management

Relevant Coursework: Marketing Analytics, Consumer Behavior, Market Research Methods, Retail Strategy

Amity University, India 2019 – 2022

Bachelor of Journalism and Mass Communication

PROFESSIONAL EXPERIENCE

Business Development Representative | Granaura Promoters, India Sep 2023 – Mar 2024

- Managed full sales cycle handling 150+ leads monthly with 25% conversion rate, consistently exceeding quarterly targets
- Boosted revenue by 10–15% through strategic prospecting and consultative selling approach
- Implemented retention strategies that increased client engagement by 15% and reduced churn

Inside Sales Specialist | Cur8, India May 2023 – Aug 2024

- Exceeded sales targets by 35% through effective prospecting, qualification, and closing techniques
- Executed high-volume outbound campaigns across phone, email, and social channels, increasing engagement by 25%
- Utilized CRM tools and analytics to track performance and optimize conversion rates

Business Development Associate | Bedo Design, India Oct 2022 – April 2023

- Expanded portfolio by 25% through strategic B2B prospecting and relationship development
- Secured key accounts contributing to 15% market growth and launched campaigns amplifying engagement by 30%

SALES-RELATED PROJECTS

E-Commerce Simulation – Sales Strategy & Revenue Optimization Lead Apr – May 2024

- Analyzed customer behavior and sales data to develop dynamic pricing strategies and promotional tactics
- Optimized sales funnel across multiple channels, achieving first place with €380K+ net profit

Cowlor – B2B Sales Strategy for Sustainable Paint Brand Nov 2024

- Developed B2B sales strategy and created sales pitch framework, pricing strategy, and value proposition improving feasibility by 20–25%

Smart Plant Monitoring App – Customer Discovery & Sales Research Jan – Jun 2025

- Conducted 20+ customer interviews to identify pain points and buying motivations, achieving 96% usability score

SALES SKILLS

Sales Expertise: B2B/B2C Sales, Lead Generation, Pipeline Management, Consultative Selling, Negotiation, Closing, Account Management, Customer Retention

Business Development: Prospecting, Cold Calling, Relationship Building, Market Research, Competitive Analysis

Tools & Analytics: CRM Systems, Sales Analytics, Excel (Forecasting, Dashboards), Tableau, Google Analytics

Languages: English (Fluent), Hindi (Native), French (A1)

LEADERSHIP & CERTIFICATIONS

Partnership Lead | Amity University – Secured 1,25,000 sponsorship through B2B negotiations with 8 corporate sponsors for festival with 500+ attendees

Digital Marketing Certification (Reuters) | Main bhi reporter (UNICEF) | AMI-LIVE TV Show