

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