

RAJAT SHARMA

MARKET RESEARCH | CONTENT STRATEGY DEVELOPMENT | BUSINESS DEVELOPMENT

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Dynamic and results-oriented **Marketing & Brand Strategy Professional** with **3+ years** of proven record of driving audience engagement, lead generation, and revenue growth through targeted, insight-driven campaigns. Known for combining creative ideation with **competitive market intelligence** to execute multi-channel initiatives that improve **ROI**, expand **brand presence**, and convert audience insights into **strategic partnerships**. Delivered **INR85Cr+** (2years progression) in revenue impact through high-performing campaigns, partner enablement, and precision content.

Skillset In: Content Strategy & Development | Brand Positioning & Messaging | Competitor & Consumer Research | Multi-Channel Campaign Management | Lead Generation | Strategic Partnerships || Marketing Analytics | Stakeholder & Cross-Team Collaboration

Certification: IBM Certificate || Digital Marketing Certificate|| Illinois tech digital marketing

Courses: Google Analytics || Digital Marketing || AI gen Microsoft B1

PROFESSIONAL EXPERIENCE

Business Development Associate (International Market LATAM) | Sekhmet Pharmaceutical, Hyderabad

Jan. 2024 – Present

Growth Path: Management Trainee – LATAM Market | Jan. 2024 – Feb. 2025 → Business Development Associate | Feb. 2025 – Jan-2026

- Conducted market trend and competitor analysis to pinpoint new business opportunities and drive account expansion.
- Spearheaded market research initiatives to identify growth opportunities and develop strategic plans for expansion in the LATAM region.
- Collaborated with cross-functional teams to implement new product launches and marketing campaigns for 20% increase in sales.
- Led training for sales teams on best practices for client acquisition and retention, resulting in a 15% improvement in customer satisfaction ratings.

Key Achievements:

- Delivered a **₹4 Cr** bulk order to Mexico within **4.5 days** under urgent timelines, overcoming logistical challenges to meet client deadline.
- Opened untapped Cuba and Guatemala markets for FDA-approved drugs, expanding Sekhmet Pharma's presence in Latin America despite not dealing in innovator drugs.
- Executed sales strategies successfully that led to surpassing the quarterly sales targets by **15%**.

Area Manager/Campaign Management Associate | Kishore Diagnostic, Lucknow

Jul. 2022 – Dec. 2023

- Worked alongside with a team of 12 team players providing leadership and direction to ensure operational efficiency and achieve sales goals.
- Developed and executed creative ad campaigns tailored to medical facility with **20%** real time engagement, ensuring alignment with brand tone and market positioning resulting in brand reach about **25k** audience.
- Identified, onboarded, and nurtured partnerships with doctors/medical practitioners to expand FFO (For/From/Focused on doctors) vertical, enhancing market penetration and service uptake.

NOTEWORTHY ACCOMPLISHMENTS

Data-Driven Marketing & Campaign Strategy

- Boosted engagement by **25%** through **5+** audience-tailored campaigns on LinkedIn, driven by sentiment analysis and content strategy.
- Improved CTR by **20%** by managing unified email, social, and web campaigns with clear user journey mapping.
- Achieved **15%** sign-up growth via real-time competitor research informing launch tactics and product positioning.

Lead Generation & Business Impact

- Enhanced lead-to-meeting conversion by **25%** using market sentiment insights and strategic outreach.
- Added **50cr** in pipeline revenue by prioritizing high-value prospects based on targeted data analysis.
- Scaled proposal win rate from **20% to 27%** by tailoring pitches using RFP and secured **2Million** in contracts by addressing client pain points.

Strategic Partnerships & Revenue Growth

- Secured **3** key partnerships in 6 months by analysing partner market data and positioning trends on LinkedIn and other social platform.
- Elevated partner response rates by **30%** and generated **\$1.2M** in annual revenue through partnerships enabled by co-marketing and joint ventures.

Market Expansion & Competitive Analysis

- Expanded into **2** regional markets, boosting market share by 20% through real-time gap analysis.
- Cut client acquisition cost by **15%** with data-driven proposals targeting underserved segments.
- Captured **\$750K** in revenue through effective market expansion strategies and segment targeting.

Reporting, Analytics & Operational Efficiency

- Reduced reporting time by **50%** with visual BD dashboards showcasing conversion and pipeline metrics.
- Enabled **75+** annual hours for strategy by streamlining reporting and improving stakeholder decision speed by **30%**.

Awards

- CEO Recognition Sekhmet Pharma
- Won “**Best Speaker**” award at ICFAI debate for contextual clarity, confident delivery, and audience engagement skills.
- CEO Recognition Snitch 2019 (internship Phase)

EDUCATION

MBA (Core Marketing) from ICFAI Business School

2020-2022

Bachelor of Hotel Management from Institute of Hotel Management (Dual degree NCHMCT & IGNOU)

2016-2019