

ANIRUDDH SHARMA

PROFILE

Seeking an opportunity to work in the field of marketing, where I can contribute my skills and capabilities of exploring new milestone in this era of marketing for the proliferation of the organization as well as my growth and career..

EXPERIENCE

BUSINESS DEVELOPMENT TRAINEE

BYJUS, THE LEARNING APPLICATION | FEB 2020 - JUNE 2020

- Generated revenue by counseling prospects and converting them to sales.
- Single Point Of Contact for all customers throughout sales cycle.
- Came up with a innovative ideas to demonstrate products and services as deemed necessary by clients.
- Ability to sale over the phone, in person and develop strong client relationship.
- Demonstrated strong organizational skills with attention to details and ability to handle multiple clients.

INTERNSHIPS

KANSAI NEROLAC PAINTS LIMITED | JUNE 2019 - OCT 2019

- Assisted the marketing head in creating awareness about marketing campaign called NPP in Pune.
- Increased engagement amongst Contractors and Painters regarding the campaign.
- Conducted various Painter's and shop meetings regarding the campaign.
- Worked as a facilitator between Company and Contractors.

BALAJI TELEFILMS PRIVATE LIMITED.

MARKETING INTERN | APRIL 2018 - JUNE 2018

- Commercialized Ideas.
- Communicated and coordinated with the media partners of the movie veere di wedding(VDW).
- Managed & coordinated the merchandising activities.
- learned how product placement works in a movie.
- Contributed to the promotional aspect of the movie veere di wedding.

EDELWEISS REAP

MARKETING INTERN | MARCH 2018 - APRIL 2018

- Signed new channel partners on board and built relationship with them.
- Cold calling.
- Generated new sets of potential leads through various marketing activities.

CONTACT

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MAPRO FOODS PRIVATE LIMITED.

CHANNEL SALES INTERN | DEC 2017 - JAN 2018

- Converted inactive retailers into active ones.
- Increase the coverage for falero chocolate.
- Visited outlets in order to determine customer satisfaction regarding the product.

EDUCATIONAL HISTORY

- **PUNE INSITUTE OF BUSINESS MANAGEMENT,**
PGDM 2017-2019.
- **COMPANY SECRETARY FOUNDATION COURSE 2012-2016**
- **SHREE VAISHNAV COLLEGE OF COMMERCE**
Bachelor Of Commerce 2011-2014
- **SHREE VAISHNAV ACADEMY, INDORE**
High School 2011, Passed with 58%
- **SHREE VAISHNAV ACADEMY, INDORE**
Secondary Exam 2009, Passed with 53%

INTERESTS

- Football
- Event management
- Music

EXTRA CURRICULAR ACTIVITIES

- Prepared a research paper on a topic, "**Importance of visibility of brands on social media**".
- An active member of Arsenal football club on social media.
- Member of the organizing committee for mega event Aarambh 2017 at college level.
- secured first position at the drama competition held at college level.
- Organized events as event head at college level.
- selected for representing school at district level in Inter school kho kho competition.