

Lukesh S Mahajan



Marketing and Sales Associate

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Birthdate: 21/July/1995

Place: Vapi, Gujarat.

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Summary:

Enthusiastic Sales associate having **1.3 years of experience in Ed-tech Sales** with a proven track record of delivering **\$55353 revenue** to the organization **by closing 6deals/month** having in-depth knowledge of **Sales objection handling & Closing strategy**, excited to handle more **new challenges and responsibilities** at mid-level **Sales & Marketing** positions in the growing organization.

Soft Skills:

- Marketing Communication.
- Revenue generation.
- Sales presentation.
- Market research and analysis.
- Team management.
- Problem solving.
- Cross-functional skills.
- Account management.
- Negotiation and closing skills.
- Customer relationship management.
- Sales strategies.
- B2C Sales.
- Leadership skills.
- Learn and adopt new things.
- Sales operations.

Technical skills:

- Digital Marketing
 - Microsoft office 2013
 - CMS - Lead Squared
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Work Experience:

Sr. Business development associate.

BYJU'S - Think and Learn Pvt.Ltd. (07/2019 to Present)

Responsibilities:

- To generate revenue in the app sales segment through the **B2C Sales model**.
- Meeting clients understanding their needs and presented them with product solutions.
- Closing sales deal with good **communication and negotiation skills**.
- Providing excellent after-sales service, maintaining customer database, and good customer relations CRM.
- Self-motivated to **overachieve sales target consistently** and maintaining customer trust.
- Learned a hybrid model of sales that gave me an exposure to the best of inside-sales and direct-sales.

Achievements:

- Delivered **\$55353 revenue** to the organization by closing **6deals/month**.
- Initiated **field sales** for the Aurangabad home demo campaign **closed 77 prospects**.
- Learned **working under pressure** staying **self-motivated** and **planning sales strategies** for generating leads through various platform and closing sales.
- Acquired skills in **Time management, Sales finance process, Logistics management**.

Education:

Degree	Year	University/College	Result
M.B.A – Marketing	2017- 2019	Global institute of business studies, Bangalore	75%
PGPM-Supply chain	2017-2019	Global institute of business studies, Bangalore	B+
B.E – Mechanical	2013-2017	Pune University	74%

Internship:

Victorious Digital Marketing - Pune.

(07/2018 to 09/2018)

Responsibilities:

- Ran an Ad campaign for the P.N.GADGIL & SON'S.
- Brought the website on top ranking in the Google search engine result page using SEO, SEM, SMM methods.
- Learned Google Adwords, Google Webmaster, and Google Analytics, ON-page and, OFF page SEO.
- Done market segmentation and focused on targeted prospects using Google analytics tools.
- Worked with the CRM team to handle both existing and new upcoming clients.

Certificates:

- Project Management Professional (PMP).
- Microsoft Office Specialist (MOS).
- Digital Marketing.
- Six Sigma yellow belts.
- Institute of engineering and technology present around the world competition 2015/16.
- National level mini-project competition.
- Sales Handling Objection.
- Sales Closing Strategy.

Languages:

English

Hindi

Marathi

Gujarati

Declaration:

I hereby declare that all information provided by me above is accurate

Place: Vapi