



HRITIK SHARMA

MBA – Marketing & Retail

Contact

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Education

Master of Business Administration

(Marketing & Retail)

Invertis University
2022 – 2024

Bachelor of Commerce

Bareilly College
2019 – 2020

Skills

- Management Skills
- Creativity
- Digital Marketing
- Public Relations
- Leadership
- Branding

Technical Skills

- MS Office
- MS Excel
- MS PowerPoint
- Google Slides

About Me

Driven and results-oriented professional seeking to contribute to a dynamic organization that values innovation and growth. With a strong foundation in marketing principles and a passion for creating impactful strategies, I am eager to leverage my skills in market research, brand development, and digital marketing to drive measurable success.

Experience

Kantar IMRB – New Delhi

June 2023 – August 2023

Project Report on the CASIO G-Shock Edition Watches

Project done on the topic 'CLINIC: Product Colour evaluation of G-Shock Watches.' This report examines the satisfaction level of customer after using the G-Shock edition watches from Casio.

Project on Max Life Insurance

This task examined the behavior of company's employees towards their clients

Gladwin Techgen Pvt. Ltd.

September 2024 – Present

Business Development Executive

- Consistently achieved and exceeded monthly sales targets of Rs. 10,00,000+, contributing significantly to company revenue growth in the electronics sector.
- Spearheaded client acquisition strategies, expanding the customer base and fostering long-term business relationships.
- Delivered impactful sales presentations and product demonstrations, resulting in a significant increase in conversion rates.
- Supported market research efforts to identify customer needs and enhance sales strategies.

Accomplishments

- Active participation in "BRAND SUMMIT" held by Invertis University.
- Certification in MARKETING ETHICS through **LinkedIn Learning**.
- Certification in 4Ps of MARKETING MIX from **Great Learning**.
- Certification in **BUILD YOUR EXCEL SKILLS**.
- Active participation in "GLOBAL HR SUMMIT" held by Invertis University.
- Visited at **MOON BEVERAGES LIMITED (COCA COLA)**