



Rabi Pratap Singh

Senior Sales Executive

Experienced marketing professional with a proven track record of successfully developing and implementing strategic marketing initiatives to drive brand awareness and achieve business objectives. Skilled in conducting market research, analyzing consumer trends, and leveraging insights to develop impactful brand positioning strategies. Passionate about building and nurturing strong brands that resonate with target audiences and deliver exceptional customer experiences. Ready to bring my expertise and innovative mindset to contribute to the success of a dynamic organization.

Contact

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Email

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Address

New Delhi

D.O.B

07/04/2001

Education

2023

PGDM (Marketing)

G.L Bajaj Institute of Management & Research

2021

B.Com (H)

Umeshchand College, Calcutta

University

Expertise

Microsoft excel
Marketing strategy
Brand management
Leadership
Communication skill

Language

English

Hindi

Experience

Dec 2023- Present

Indiamart Intermesh Ltd.

Senior Sales Executive

- Proactively generate leads from designated databases.
- Identify key decision makers within target leads to initiate the sales process effectively.
- Strategically penetrate all targeted accounts to create sales opportunities for the company's products and services.
- Conduct daily sales presentations and product/service demonstrations to showcase value propositions effectively.
- Maintain systematic follow-up with client organizations to ensure timely closure of sales opportunities.
- Ensure prompt collection of payments in accordance with the company's payment terms and policies.

December 2022 - Nov 2023

LMCE

Market Development Executive

- Conducted market research and analysis to identify trends and customer needs, resulting in the development of successful new products.
- Conducted competitor analysis to inform product development and promotional strategies.
- Collaborating with the sales team to develop and execute strategies that support sales efforts in new or underserved markets.
- Providing sales training, tools, and resources to enable the team to effectively sell the company's products/services in targeted markets.

June 2022 - Aug 2022

HUL

Sales Intern

- Prospecting: Identifying potential prospects or leads for the Pure-it product line, actively seeking out new business opportunities, and expanding the customer base.
- Inventory Management: Monitoring stock levels and ensuring accurate tracking of stock-keeping units (SKUs).
- Product Demonstration: Conducting product demonstrations to showcase the features, benefits, and functionality of Pure-it water purifiers.