




Yash Kumar Rawat


Business Development Executive

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Dynamic professional with expertise in marketing and sales. Skilled in cultivating strong client relationships to drive successful sales outcomes. Proficient communicator with a talent for building rapport with diverse clientele.



Skills

- Marketing
- Communication
- Customer Relationship
- Leadership
- Quick Learner
- Collaboration & Stakeholder Management
- Critical Thinker
- Adaptability & Learning Agility
- Analytical Skills



Work History

2024-04 - Current

● Senior Relationship Manager

Mahindra Holidays & Resorts India Limited

- Pitched and sold premium memberships, achieving sales targets through effective presentations and real-time negotiations.
- Demonstrated exceptional negotiation skills by engaging prospects in real-time, adapting offers on the spot to close high-value deals and maximize immediate sales opportunities.
- Met with 3 prospects daily to generate valuable referrals, driving significant sales growth.
- Maintained and nurtured strong relationships with existing members, ensuring high levels of satisfaction and fostering long-term loyalty through personalized and attentive service.
- Honored with the “Rising Star” award for outstanding performance and dedication, reflecting exceptional sales achievements and contribution to the organization’s success.

2023-11 - 2024-03

Business Development Executive

Delhivery LTD

- Developed and maintained strong, long-term relationships with key clients, ensuring high levels of satisfaction and retention.
- Played a pivotal role in expanding the company's client base by identifying and targeting potential business opportunities.
- Successfully negotiated contracts and agreements with prospective clients, converting leads into profitable business relationships
- Conducted comprehensive market research to identify industry trends, competitor strategies, and potential business opportunities.
- Collaborated with internal teams such as operations, marketing, and customer service to ensure seamless service delivery and client satisfaction.

2023-05 - 2023-11

Business Developer

Ceasefire Industries Private Limited

- Successfully sold fire safety equipment to various industries, demonstrating strong sales skills and product knowledge
- Collaborated with sales and marketing departments to support client acquisition.
- Worked with existing customers to increase purchases of products.
- Implemented effective marketing strategies to promote fire safety products and services, contributing to increased market visibility and brand recognition.
- Conducted comprehensive fire safety training sessions for industrial personnel, ensuring compliance with safety regulations and enhancing workplace safety awareness.

2022-06 - 2022-07

Social Media Marketing Intern

Epitome TRC

- Engaged in Content Creation for the Company such as Promotional Stories through Fiction on various Core Values of the Company.
- Made various Posters on Products, Offerings, Job as well as made reels.
- Made some Video Content for YouTube Channel of the Company.
- Researched for the Website Improvement of the Company.
- Did Various activities to bring out the People Engagement in LinkedIn Page (Posted Daily Trending News, used to send Invites to my connections, posted Various Memes & Polls).

2022-06 - 2022-07

Sales and Marketing Intern

Ifortis Worldwide

- Worked as a Marketing Intern at Ifortis Worldwide.
- Worked on a project Arise & Aarambh by Ifortis Worldwide which is world's First & Largest virtual youth festival.
- Worked on generating sales for the tickets of participants for Arise & Aarabh.

2020-05 - 2020-06

HR Intern

VIDEOCON Solutions Pvt Ltd

- Worked with HR team for Employee Engagement.
- Engaged in the recruitment cell during this tenure.
- Volunteered in Jalandhar Table Tennis Tournament organized by V-Con.
- Conducted an Employee Satisfaction survey on more than 500 employees, under the guidance of the HR.



Education

2017-08 - 2020-05

BBA: Business Management

Lovely Professional University - Jalandhar

2021-07 - 2023-05

MBA: Marketing And Product Management

Lovely Professional University – Jalandhar



Certifications

- 07/01/23, Advanced Certification on Product Management.
- 02/01/21, MS Excel from Beginners to Advanced.
- 02/01/21, Complete Digital Marketing Course.
- 01/01/22, Fundamentals of Digital Marketing.



Accomplishments

- Won 1st Prize | Inter-hostel Hockey Tournament | LPU |, Feb 2019
- Runner up | Inter-hostel Football Tournament | LPU|, Feb 2019
- Vice Sports Captain| KVD| 2015- 2016
- School Sports Captain| KVD| 2016-2017



Languages

- English
- Hindi
- Punjabi