

# Madhuram Maheshwari

## Marketing



### Contact Details

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### Skills & Competencies

- Critical Thinking
- Customer Service Orientation
- Teamwork & Collaboration
- Communication Skills
- Active Listening
- MS-Excel proficiency
- Power-BI
- Power Point Presentation
- Sales Navigator

### Certifications

- Advance MS-Excel | Microsoft
- Power BI | Udemy
- Introduction to marketing essentials | NPTEL
- Introduction to digital marketing | Udemy

### Awards & Accolades

- 2nd Place – Research Paper Presentation Marketing Summit, (GLBIMR)  
Recognized for a comprehensive research paper on marketing strategies, securing second place in a highly competitive event.
- Best Intellectual Mind Award  
SPIN Selling and Negotiation Skills Workshop, GLBIMR  
Awarded for exceptional performance and intellectual contributions in mastering SPIN selling and negotiation techniques.
- 1st Place – Marketing Mantra Competition RKGITM Institute  
Secured first place in a marketing competition, showcasing innovative approaches and strategies to real-world marketing challenges.

### Career Objective

Ambitious and results-oriented professional with a passion for marketing and business development. Eager to apply my skills, creativity and strategic thinking to identify growth opportunities, enhance brand presence and drive business growth.

### Academic Qualification

- Post Graduate Diploma in Management (PGDM) | 2023 – 2025 (Pursuing)  
GL Bajaj Institute of Management and Research, Greater Noida
- Bachelor of Business Administration (BBA) | 2019 – 2022  
Dr. Virendra Swarup Institute of Professional Studies, Kanpur
- Class XII | 2019  
Mantora Public School, Kanpur
- Class X | 2017  
Air Force School, Kanpur

### Experience

Redmil Business Mall | Fintech  
Product Specialist  
June 12, 2022 – July 15, 2023

### Key Responsibilities

- Product Management: Managed product offerings, ensuring clear communication of features and benefits.
- Sales & Client Engagement: Generated 4 lakh revenue in 3 months through cold outreach, expanding the customer base and driving revenue growth.
- MIS Reporting: Maintained accurate customer data through detailed MIS reports.
- Customer Support: Resolved client queries, delivering excellent customer service.
- Presentations & Demos: Presented and demonstrated product value to clients effectively.

### INTERNSHIP

Genefied.AI – B2B SaaS Enterprise  
Marketing & Sales Intern  
May 22, 2024 – July 31, 2024

### Key Responsibilities

- Lead Generation & Outreach: Secured client meetings through cold calling and emailing.
- Networking & Trade Shows: Expanded network and brand visibility at industry events.
- Market Research & Analysis: Estimated market size for US and UK using TAM, SAM, SOM analysis.
- Prospecting: Identified key decision-makers in 500+ consumer brands.
- Client Engagement: Generated over 15 meetings, contributing to 8 Lakh in sales growth.