



Mehak Jindal

Marketing | 2022-24

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CAREER OBJECTIVE

I am a highly energetic candidate who can drive profitability improvement through strategic growth and quality enhancement. I am seeking a good position in a reputable firm and my objective is to enhance my knowledge base and excel in the development according to the ideologies of the company.

ACADEMIC CREDENTIALS

Degree	Institute, Location	CGPA/ %	Year
PGDM (Marketing)	ITM Business School, Kharghar, Navi Mumbai	80%	2022-24
BBA	Maharaja Agrasen Institute of Management Studies, Rohini	81.4%	2018-21
XII (CBSE)	Bhai Parmanand Vidya Mandir, Delhi	88%	2018
X (CBSE)	St. Joseph's Academy, Delhi	87.75%	2016

TECHNICAL QUALIFICATIONS & ADDITIONAL CERTIFICATIONS

Digital Marketing	<ul style="list-style-type: none">• Certified in 6 months Digital Marketing Course from Delhi Courses
Crucial Conversations	<ul style="list-style-type: none">• Certified in Crucial Conversations program by Crucial Learning (Formerly VitalSmarts) India
Human Resource Management	<ul style="list-style-type: none">• Certified in Online Human Resource Management from Udemy
Psychology	<ul style="list-style-type: none">• Certified in Psychology from MyCaptain

PROFESSIONAL EXPERIENCE

Crucial Learning (Formerly VitalSmarts)	Business Development Executive – Management Trainee	16th Feb'21 – 25th Nov'21
	Senior Business Development Executive	Feb'24 – Present
	<ul style="list-style-type: none">• Proactively generated leads, converting them into long-term clients, resulting in a revenue contribution of ₹19.5 Lakhs to date.• Maintained detailed and accurate records of client interactions and sales progress on CRM platforms• Drafted comprehensive proposals, conducted client presentations, and successfully negotiated terms to bring deals to closure• Assigned as a "Team Buddy" for a group of 5 team members, providing mentorship and on-the-job guidance• Collaborated directly with the marketing team to develop and refine product collaterals	

INTERNSHIP

NielsenIQ	<ul style="list-style-type: none"> Worked as a research analyst intern with BASES Team SEA REGION Delivered 2 projects for Vietnam Unilever Quick Screen after a thorough market research analysis 	July'23 - Dec'23
TodayRoyal (Belantara)	<ul style="list-style-type: none"> Worked as a closing manager Reached out potential leads and displayed the flats Generated 3-4 client visits every week Sold a 2BHK Classic flat 32.5L in Rasayani 	Apr'23 - May'23
BizGurukul	<ul style="list-style-type: none"> Worked as an Affiliate Marketer Generated leads on social media and pitched them online courses Sold around 25 courses and generated a revenue of approx. 1,25,000 Rs/- 	July'21 - Sept'21
Ricavi Media	<ul style="list-style-type: none"> Worked as a Business Development Executive and a Content Writer Identified potential clients and helped their business grow online Prepared business proposals for the deals closed 	17-May'20 - 17-July'20
Event Beep	<ul style="list-style-type: none"> Worked as a sales and marketing intern Generated leads and cold calling Around 500 people registered for the PUBG Tournament 	21-April'20 - 25-May'20

NGO PROJECT

Rotary Club of Kharghar Midtown	<ul style="list-style-type: none"> Conducted research on various diseases spreading Conducted surveys in societies and created awareness for vaccination Organized free vaccine camp Conducted sessions on health hygiene and good touch bad touch for students at schools and orphanages Organized drawing competition for pre-primary students 	Dec'2022
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POSITIONS OF RESPONSIBILITY

Post-Graduation	<ul style="list-style-type: none"> Course Co-Ordinator for Technology Based Business Transformation & Customer Insights and Relationship Management Member of the Book Club and Rotaract Club Chief Executive Officer of Business Chaupal 12.0 	2022
High School and College	<ul style="list-style-type: none"> Represented as the President of the Community Club 	2016-18

EXTRA CURRICULAR ACTIVITIES AND ACHIEVEMENTS

Social Work	<ul style="list-style-type: none"> Raised funds for the people of different underprivileged sections of the society Provided necessities like food and clothes Organized blood donation camp in the college 	2020-22
Other Interests	<ul style="list-style-type: none"> Reading Writing Interacting with new people 	