

Aditi Raj

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Objective

To leverage my knowledge and skills in the field of marketing to contribute effectively in a dynamic professional environment, while continuously enhancing my expertise. I am eager to join a company where I can grow alongside the organization.

Education

- **Post Graduate Diploma in Management . Affiliated with AICTE Ministry of Education** 2022-2024
I Business Institute
- **Bachelors in Arts** 2019-2022
Patna University . Affiliated from NAAC,UGC
- **Intermediate** 2017-2019
Bihar Board Of Secondary Education.
- **Matriculation** 2016-2017
St. Karen's Secondary School (CBSE)

Experience

- **VARUN BEVERAGES LIMITED** December 2023 - Till Date
Key account manager
 - Worked as Account Manager for the varun beverages ltd.
 - Develop a network of dealers and distributors in the assigned region to achieve sales targets.
 - Use field data to identify brand/pack gaps in the territory.
 - Set clear volume targets and KPIs for the team.
 - Conduct regular feedback sessions with team members and provide necessary inputs.
 - Accountable for the assigned market, including key accounts and outlets.Key Account Manage.
 - Developed new sales opportunities through development and rollout of promotional plans.
 - Provided different advertising and marketing plans.
 - Kept detailed records of daily progress to identify and correct areas needing.

Summer Internship

- Duration -MAY 2023-JULY 2023
COMPANY BULLS AND BEAR
Designation -MARKETING INTERN
 1. Identified potential clients in the target market and conducted in-depth research on their business and equipment needs.
 2. Prepared customized marketing proposals and presentations to meet company requirements.
 3. Attracted potential clients by addressing product and service inquiries.
 4. Crafted and delivered engaging social media marketing content.
 5. Provided client consultations to establish investment objectives.
 6. Collaborated with clients to implement a variety of marketing strategies.

Projects

- **Company -Yakult**
Designation -Sales Trainee
Duration -1st Oct 2022-31st Oct 2022
Health and Sales Associate.

- Leveraged Health Benefit Promotion to educate consumers and drive sales.
 - Proficiently engaged with customers, ensuring a personalized shopping experience.
 - Managed store operations with a focus on optimizing sales, product visibility, and benefit communication.
 - Conducted Customer Needs Analysis to address individual requirements effectively.
 - Actively contributed to Market Research and Shopper Insights to enhance product placement and consumer satisfaction
- **Company :ITC Pvt Ltd.**
Designation-Sales Trainee
Duration - 1st Aug2023-31st Aug 2023
 - Led Store Operations Management with a focus on Product Visibility and Benefit Communication, enhancing
 - ITC Classmates Notebook sales.
 - Conducted Market Analysis to develop effective promotional strategies, driving brand awareness and
 - boosting revenue.
 - Orchestrated a Below-The-Line (BTL) marketing activity aimed at engaging college students at premier
 - colleges in Delhi.
 - Promoted the Unique Selling Proposition (USP) and design of our Pulse Portfolio. Successfully increased
 - brand awareness and engagement among the target demographic.

Achievements & Awards

- Learning Academy Varun Beverages 8 Steps of a call -Beverages(2024)
- Learning Academy Varun Beverages Range Selling- Beverages (2024)
- Member Of [I Business Institute] Alumni committee. Duration [2023-2024]
- Member Of [I Business Institute] Marketing Club. Year [2022-2023]
- Member Of [I Business Institute] IT Club. Year [2022-2023]
- Member Of [Social Services] Help Age India. Year [2012]
- Member Of [Social Services] Help Age India. Year [2010]
- Member Of [Child Care Foundation] Year [2009].

Certification

- Digital Marketing
- Project Management
- Ms Excel

Skills

- Digital marketing
- Market Segmentation
- Communication
- Branding Market Research
- Data Analysis
- Negotiation
- Customer Experience

Interests

- Social work
- Cooking &Baking
- Traveling

