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RESUME

ABC XYZ

G/14, Sunset Heights 53 Juhu Tara Road Mumbai -40049 Maharashtra

shri.babuji@shriresume.com

About Me

I am a passionate and results-driven Marketing and Sales professional with over 5 years of experience in driving brand growth, optimizing customer engagement, and exceeding sales targets. I thrive in dynamic environments where creativity and strategic thinking are key to success.

Marketing and Sales Professional

Results-driven Marketing and Sales Professional with over 5 years of experience in creating and executing strategies that boost brand visibility and drive revenue growth. Proven expertise in digital marketing, lead generation, and customer relationship management. Skilled in market research, content creation, and campaign optimization across multiple platforms. Adept at working collaboratively with cross-functional teams to exceed sales targets. Strong communicator with a passion for delivering measurable results and building lasting customer relationships.

Education

1. Masters, Business Administration - Graduated, July 2010 Symbiosis Institute of Management Studies - Marks 59%
2. Bachelor, Technology- Graduated, July 2008 - Deccan College of Engineering & Technology- Marks 64%
3. 10+2 - DPS Bokaro - Marks 81%

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Professional Qualifications and Affiliations

- ✓ Certified Digital Marketing Professional (CDMP), Digital Marketing Institute
- ✓ Google Analytics Certified
- ✓ Member, American Marketing Association (AMA)
- ✓ Member, Sales and Marketing Executives International (SMEI)
- ✓ Certified in Project Management (PMP), Project Management Institute (PMI)

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Career Highlights

With over 5 years of experience in marketing and sales, I have successfully developed and executed strategies that have consistently driven business growth and improved brand visibility. My expertise spans across digital marketing, sales leadership, and customer engagement, resulting in increased revenue and market share. I have worked with diverse teams to create high-impact campaigns that foster customer loyalty and build lasting relationships.

Key Achievements:

- Spearheaded a digital marketing campaign that
- increased web traffic by 30% and led to a 20% growth in online sales.
- Managed a sales team that exceeded annual revenue targets by 15%, securing key partnerships and expanding the client base.
- Conducted comprehensive market research that guided successful product launches and resulted in a 25% market share increase.
- Developed and executed SEO strategies that improved organic search rankings, driving a 40% increase in inbound leads.

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