

## CONTACT

✉ rkjayswal3@gmail.com

LinkedIn

📞 9934357063

## EDUCATION

2019 - 2021 • Greater Noida, UP

ACCURATE INSTITUTE OF  
ADVANCED MANAGEMENT

- MBA

2015 - 2018 • Itanagar, Arunachal Pradesh

HIMALAYA UNIVERSITY

- B.Com

2013 - 2015 • Jainagar, Madhubani

K.M.Y.J.K.V.P. COLLEGE

- Senior Secondary (12th)

## SKILLS

- Decision Making
- Adaptability
- Critical Thinking
- Public Speaking
- Conflict Resolution
- Managerial Skills
- CRM

## LANGUAGES

- English • • • • •
- Hindi • • • • •
- Bhojpuri • • • • •

# RAHUL KUMAR

MARKETING SPECIALIST

## PROFILE

Experienced Sales & Marketing Specialist with a proven track record in inside sales, lead management, and client consultation. Skilled in strategic sales planning, negotiation, and customer relationship management, with a focus on driving revenue growth and optimizing sales performance.

## WORK EXPERIENCE

### ESAF Small Finance Bank

JULY 2023 - DEC 2023

Sales Officer

- Managed customer acquisition by conducting field visits and engaging with individuals, businesses, and institutions to promote banking products.
- Generated and converted leads into sales opportunities for savings accounts, loans, insurance, and fixed deposits.
- Met and exceeded monthly and quarterly sales targets through effective customer engagement and sales strategies.
- Provided regular reports on sales performance, market trends, and customer feedback to management.

### Truebil/Spinny

AUG 2022 - MAR 2023

Sales Analyst

- Worked on sales leads by handling inbound and outbound calls to consult customers on preowned cars.
- Assisted customers in understanding their requirements and recommended suitable options.
- Ensured an excellent customer experience with Spinny.
- Managed strong lead conversion and coached team members to achieve business goals.

### Infocom Network Limited (Trade India)

JAN 2022 - JUL 2022

Senior Executive Online Sales

- Responsible for closing sales deals over the phone and maintaining strong customer relationships.
- Contacted potential and existing customers to inform them about products/services.
- Effectively communicated and provided product presentations to customers.
- Demonstrated outstanding negotiation skills and the ability to address customer complaints.

## ACHIEVEMENTS

- Insurance Regulatory and Development Authority of India (IRDAI) - 2020

## CERTIFICATIONS

- Workshop Participation in Ducat Digital Marketing
- Max Life (Insurance Advisor)