

# Amit Rajput

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## Career Objective

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Motivated and enthusiastic B.Tech graduate aspiring to build a career in sales and business development. Strong communication, persuasion, and problem-solving skills with the ability to understand customer needs, build relationships, and contribute to business growth.

## Education

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**Bachelor of Technology** - *Computer Science and Engineering*  
PSIT, Kanpur, UP, India

December 2020 — July 2024  
Percent - 68%

**Course Work:** Mobile Computing, Digital Marketing

## Core Skills

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- Sales & Business Development
- Lead Generation
- Communication
- Presentation Skills
- Customer Relationship Management
- MS Excel, PowerPoint
- Team Work
- Soft Skills: Strong interpersonal skills, Confidence in client-facing roles, Problem-solving mindset, Quick learner with adaptability

## Virtual Internship - Forage

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**Tata Group** Sales & Marketing Virtual Experience Program

- Worked on simulated client scenarios involving market research and sales strategy
- Developed go-to-market strategies and customer engagement approaches
- Presented business solutions based on customer needs and data insights

**Deloitte** Digital Marketing Virtual Internship

- Gained hands-on experience in social media marketing, content strategy, and campaign planning
- Analyzed audience behavior and engagement metrics to optimize performance
- Created sample marketing campaigns focusing on brand awareness and lead generation

## Projects

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- Delivered multiple presentations simplifying complex ideas
- Collaborated in team-based academic projects
- Coordinated tasks and ensured timely completion

## Achievements

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- Actively participated in presentations, group discussions, and college activities
- Recognized for communication and teamwork skills