

## Sanjeet Kumar

Jaipur, India

Email: [sanjeetrah3101993@gmail.com](mailto:sanjeetrah3101993@gmail.com) | Phone: (935) 136-5661 |

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### Professional Summary

Dynamic Sales and Marketing professional with over 2 years of experience driving revenue growth through strategic marketing campaigns and sales leadership. Proven track record of exceeding sales targets, launching high-impact marketing initiatives, and enhancing brand visibility. Skilled in lead generation, and client relationship management. Adept at aligning marketing strategies with business goals to foster brand loyalty and customer retention.

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### Core Competencies

- Sales Strategy Development
  - Digital & Content Marketing
  - B2B and B2C Sales
  - Lead Generation & CRM
  - Brand Development & Positioning
  - Market Research & Analysis
  - Cross-functional Team Leadership
  - Client Relationship Management
  - SEO Campaigns
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### Professional Experience

#### Sales and Marketing Executive

*Edulife Paper Products Private Limited*

*June 2021 to July 2023*

- Developed and executed integrated sales and marketing strategies, increasing sales revenue by 35% over two years.
- Spearheaded a digital marketing overhaul, boosting website traffic by 45% and generating 20% more qualified leads.
- Managed a team of 8 marketing professionals, fostering cross-functional collaboration between sales and product development teams to improve customer acquisition.

- Created and launched successful email marketing campaigns with a 30% open rate and a 12% click-through rate.
- Conducted competitive analysis and market research to identify new market opportunities, contributing to a 10% growth in market share.
- Developed digital marketing campaigns for over 15 clients, increasing their ROI by an average of 25%.
- Directed SEO strategies, improving organic search rankings for client websites, leading to a 40% increase in organic traffic.
- Managed social media channels and content calendars, growing engagement and follower count by 50% across platforms like LinkedIn, Facebook, and Twitter.
- Collaborated with the sales team to create targeted promotional materials and sales presentations, contributing to a 20% increase in lead generation.
- Analysed marketing campaign performance using Google Analytics and provided actionable insights to clients to optimize future strategies. Built strong relationships with new and existing clients, ensuring long-term retention and a 90% customer satisfaction rate.
- Participated in product launch strategies, contributing to a 25% increase in sales for new product lines.
- Conducted cold calling, prospecting, and presentations for key decision-makers to generate leads and close deals.
- Provided training and mentorship to junior sales representatives, helping improve team performance by 25%.

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## **Education**

### **Bachelor of Arts**

University of Rajasthan, India

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## **Certifications**

- Good command in MS office
  - CRM knowledge-Comprehensive understanding of CRM domains.
  - Salesforce Certified Sales Cloud Consultant
  - Certificate of completion in customer relationship management
  - Internship in Data entry projects
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## Technical Skills

- CRM Systems: Salesforce
  - Marketing Tools: Google Analytics
  - Email Marketing: Mail chimp, Constant Contact
  - Social Media: Instagram, linked In, Facebook Ads Manager
  - Web Technologies: WordPress
  - Data Analytics: Excel, Google Sheets
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## Achievements

- Awarded “Top Performer” in Sales for 2 consecutive years at *.Edu life Paper Products Private Limited*
  - Led a team that won the “Best Digital sales and Marketing Campaign” award.
  - Successfully negotiated a 500k contract with a key client, contributing to record quarterly revenue at Bright Future Corp.
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