

ABHIGYAN ARYA

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Proven Sales Marketing Executive at Bacchu Bhai Foods, adept in strategic planning and marketing analytics, enhanced customer loyalty, and drove growth through targeted marketing. Excelled in customer service and problem-solving, achieving significant brand awareness. Skillfully balanced sales performance with customer billing accuracy, showcasing a blend of hard and soft skills.



Skills

- Targeted Marketing
- Customer Convincing
- Sales Presentations
- Marketing Analytics
- Sales Performance
- Strategic Planning
- Sales Targeting
- Customer Service
- Problem-Solving
- Sales Reporting



Work History

Aug 2023 - Apr 2024 **Event Sales and Marketing Executive**

Param Event Organizers , Nashik, India

- Conducted comprehensive market research to identify emerging trends and opportunities for business expansion.
- Increased sales revenue by developing and implementing strategic marketing plans.
- Managed sales promotions and marketing strategies on major social media sites.
- Maximized revenue potential by identifying upsell opportunities within existing client base.

- Led successful product launches, increasing brand awareness and market share.
- Maintained current knowledge of evolving changes in marketplace.
- Identified new business opportunities through cold calling, networking, marketing and prospective database leads.
- Informed customers of promotions to increase sales productivity and volume.

Dec 2021 - Sales Marketing Executive

Oct 2022

Bacchu Bhai Foods, Nashik, India

- Developed strong client relationships for increased customer loyalty and repeat business.
- Conducted market research to identify trends and inform marketing strategies, driving company growth.
- Analyzed competitors' offerings to identify areas for differentiation, informing product positioning strategy improvements.
- Optimized marketing budgets by reallocating resources based on campaign performance analysis.
- Conducted market research to identify customer needs and preferences.
- Increased brand awareness with targeted social media advertising and content creation.
- Maintained a balanced cash drawer, ensuring accurate accounting at the end of each shift.
- Organized resources, records and personnel to accomplish aggressive targets.



Education

Expected in Jun 2026 Bachelor of Commerce: Business Administration And Management

JDC BYTCO NASHIK - Nashik, India

- 6.9/9.5 CGPA {First Year}

Jun 2023 12th: Science

Stepping Stones High School - Aurangabad, India

Passed 12th In Science With the Percentage of 49%

Jun 2021 10th: Science

Ashoka Universal School - Nashik, India

Passed 10th Science with a Percentage of 89%