

Avinash Srivastava

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OBJECTIVE

To learn new business opportunities in current market trends with utilizing my specific knowledge prospecting and marketing skills which can be productive for me as well as for the organization I would work for.

PROFESSIONAL SYNOPSIS AND SKILLS

- Proficient in the area of Marketing and Finance
- Has ability of a team player
- Communication skills
- Negotiation skills
- Market research
- Channel partner sales
- LinkedIn Sales navigator
- Market research,SEO
- LinkedIn Marketing
- MS Office(Excel,Powerpoint,word)
- Lead Generation
- Campaign management
- B2B Marketing
- Market analysis and segmentation
- Business Strategy
- Worked on CRM's Like Hubspot, Freshworks, and Dripify.

WORK EXPERIENCE

Mahindra & Mahindra Financial Services Ltd. 26 june 2017-3rd October 2017.

- Worked as Management Trainee(asst.manager)
- Looked after western part of Odisha of the Vertical farm equipments loan
- Main KRA were Tractor finance, Refinance, RC pending, Portfolio management, Top up loans.
- Handling communications with Territory managers of OEMs and showroom dealers for business growth.
- Led a team of executives for achieving monthly sales targets and goals with proper planning and orientation.

EMPLOY ANALYTICS PRIVATE LIMITED- APRIL 2023 Till April 2024.

- Worked as Sales and Marketing Associate (B2B SAAS)
- Proficient in market research and analysis to identify target demographics and consumer behavior
- Conducted comprehensive research on prospects, including company profiles and decision makers.
- Utilized various communication channels to contact prospects and develop sales opportunities.
- Monitored and Analyzed marketing metrics, performance, and growth.
- Was Responsible to Generate Client Meetings through running LinkedIn campaigns And email campaigns for different B2B Accounts based out of US. And gave 14 meetings of different Accounts like SAP, NUTANIX, THE HERSHEY COMPANY, CISCO, COREVIST etc.
- Promoting Different GenAI Based use cases for HR, SALES AND OTC on LinkedIn through Articles, Blogs, Seminars, Podcasts etc.and was Posting Blogs and videos on LinkedIn and on company's website.
- Was Actively Researching about competitors, Accounts and Personas by Using Different AI Tools such as Chatgpt, Microsoft co-pilot, Claude, Bard Etc. to run personalized campaigns Both on LinkedIn and email.
- Was also Involved in Lead generation of different C-Level Executives of United States Region Using LinkedIn Sales Navigator and Managing leads initially on Google sheets then later on included them in CRM and Classified them accordingly.
- Leveraged LinkedIn for research, messaging campaigns, engaging content, and building relationships with key prospects.

EDUCATION

- MBA in Marketing and Finance 2015-2017
KIIT School of Management, Bhubaneshwar, Odisha
- BBA 2011-2014 from KMPM College Jamshedpur, Jharkhand.

CERTIFICATIONS

Certificate completion from National institute of securities market(NISM)

- Successfully completed NISM SERIES V- A Mutual fund distributors Certification Examination.

Completed certificate course in digital and social media marketing by udemy

- SEO optimisation, keyword reasearch,website building using word press and blue host
- Email campaign, content writing, social media marketing through LinkedIn, you tube, facebook, quora, pinterest, twitter.

ACHIEVEMENTS

- Won the gold medal and was the winner in drama competition in the "IN-HOUSE" competition
- Won the gold medal and was the winner of Barter street competition in the "IN-HOUSE" competition
- Was the member of the winning team of IN-HOUSE "TEAM INVICTUS"during college days.

INTERESTS / EXTRACURRICULAR ACTIVITIES

- Have interest in Digital marketing and Social media marketing
- Have interest in cricket, songs, movies and Cooking
- Participated in the seminar of the INSTITUTE OF COST ACCOUNTANTS OF INDIA ON CRR
- Was the member of scouts in school days
- Participated in different contests in college and was the member of the winning team.