

SHUBHANSHU KUMAR SINGH

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SUMMARY

Motivated marketing graduate with strong communication and leadership skills. Motivated marketing graduate with strong communication and leadership skills Proficient in lead-generation, brand marketing, and sales funnel management. Experienced in building and expanding marketing teams to meet target goals. Dedicated to effective project delivery and timely completion, with a passion for strategic planning and teamwork. Ready to leverage my expertise to achieve outstanding results in dynamic environments.

EXPERIENCE

Sr. field sales executive

Indiamart Intermesh Limited

Sep '24 — Nov '24
New Delhi, okhla phase 2, India

- <https://www.indiamart.com/>
- To generate leads from a given database & Identify decision makers within targeted leads and initiate the sales process.
- To penetrate all targeted accounts and originate sales opportunities for the company's products and services.
- To set up and deliver sales presentations, and product/service demonstrations daily

Sales Intern

Readerclub Pvt. Ltd.

Jun '23 — Aug '23
Delhi, India

- Promotional and lead-generation techniques to generate a new client base.
- Analyze various marketing strategies to maintain an existing client base.
- Analyze effective marketing techniques to increase sales.
- <https://www.readerclub.in/>

EDUCATION

Post Graduation Diploma in Management in Marketing management, Dr.D.Y. Patil B School (GPA: 7.3 SGPA) Jun '22 — May '24
Pune, India

Bachelor of technology (B. in computer science and engineering, Babu Banarasi Das Northern India Institute of Technology (GPA: 8.1 SGPA) Aug '17 — Aug '21
Lucknow, India

Senior Secondary school in Science(PCM), Kendriya Vidhalaya (GPA: 64.4%) Apr '15 — May '16
Varanasi, India

Higher Secondary school in All Subject, Kendriya Vidhalaya (GPA: 7.8 CGPA) Apr '13 — May '14
Varanasi, India

CERTIFICATIONS

Introduction to Tech Sales, coursera Feb '25

Fundamentals of Technology Sales, University of Maryland, College Park Feb '25

Inbound Marketing Certification, HubSpot Academy Dec '24

Business Analysis Foundations, LinkedIn Nov '24

Analyzing and Visualizing Data with Microsoft Excel, IBM Aug '23

Cisco IT Sales, Forage Mar '25

Red Bull On-Premise Sales, The Forage Mar '25

PepsiCo Sales, The Forage Feb '25

AWARDS

college essay writing Mar '01
Utkarsh College fest

2nd position winner in school Dec '01
School sports events regional level basketball
Achieved regional-level recognition as a basketball player, contributing to team success through dedication and strategic gameplay.

best event management winner Sep '01
event coordination

PROJECTS

PREDICTION AND ANALYSIS OF STUDENT PERFORMANCE, Babu Banarasi Das Northern India Institute of Technology , Lucknow Aug '20 — Mar '21
Lucknow, India

- **Highly analytical and detail-oriented data analyst with experience in conducting extensive surveys and performing in-depth data analysis. Proficient in Python programming and data science tools, with a strong ability to translate raw data into actionable insights and visualizations. Successfully surveyed 300 students and parents to assess interests, occupations, and ethnicity, utilizing advanced analytical techniques to uncover patterns and trends. Developed clear and effective visual representations, including histograms and pie charts, to illustrate students' performance and demographic data. Adept at leveraging data visualization to support decision-making and improve educational strategies.**

PepsiCo Sales, PEPSICO [Link](#)

varanasi, India

- **PepsiCo Sales Job Simulation on Forage - February 2025**
 - Completed a simulation focused on Sales for PepsiCo
 - Developed a selling pitch to secure a display in a retail store
 - Coached a team member on resourcing and planning a retail display set up

Red Bull On-Premise Sales, Forage [Link](#)

varanasi

- **Red Bull On-Premise Sales virtual experience program on Forage - March 2025**
 - Completed a job simulation focused on On-Premise Sales activities at Red Bull
 - Used Excel to visualize which on-premise clients are performing best and worst.
 - Communicated observations to Red Bull team members about why certain clients are performing better than others.
 - Utilized active listening and social proof to overcome a client's objections resulting in them more prominently featuring Red Bull in their bar.

Cisco IT Sales, Forage [Link](#)

varanasi, India

- **Cisco IT Sales virtual experience program on Forage - March 2025**
 - Completed a simulation focused on securing and running meetings with clients and presenting solutions for the IT Sales team
 - Used the Cisco story to engage the customer
 - Uncovered customer pain points and overcame objections
 - Pitched a Cisco product that would solve the customer's concerns

SKILLS

Technical Proficiency MS Office Advanced, MS excel, Advance Excel, Basic Power BI

Data Skills Data analysis, Data visualization, data mining

Soft Skills Self- Driven Decision Making, Observation, leadership skills, corporate communications, Multi- Tasking, Problem- solving, Delegation

PepsiCo Sales Skills Learned Be Consumer Centric, Focus and Get Things Done Fast, Act as an Owner, Collaboration, Forward Thinking Decision-Making, Gaining Influence, Thinking About External Perspectives

Red Bull On-Premise Sales Skills Account Management, Communions, Data Analysis, Data Presentation, Overcoming Objections, Strategy

Cisco IT Sales Client Research, Objection Handling, Prospecting, Public Speaking, Discovery