
Rahul Choudhary

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Date of Birth: 10-Oct-1999

A team player working in a employee-oriented, high-performance environment that emphasizes spreading the unique way of organization. Conduct market research, develop business strategies, build client relationships, and identify new business opportunities. Possess excellent organizational and Client relational management.

Work experience

Mahindra & Mahindra Automotive Manufacturer | Intern *Mumbai, Maharashtra | 04.2024 – 06.2024*

- Collaborated with Mahindra's IT and Hansa Direct MRC teams to develop a Smart Dashboard, improving data accessibility, storage, and security for strategic decision-making.
- Developed and implemented a Generative AI voice bot, automating lead engagement and enhancing customer interactions with accurate, timely responses.
- Conducted benchmarking analysis of CRM and marketing practices, identifying opportunities and best practices to optimize Mahindra's strategies.
- Provided actionable recommendations to enhance lead management, communication channels, and service offerings, improving overall CRM efficiency.

Mahindra & Mahindra Farm Machinery Business | Intern *Mumbai, Maharashtra | 12.2023 - 01-2024*

- Develop GTM for new product.
- Coordination with Product Manager, Sales, Service, Marketing.
- Execute GTM with respect to timelines per GTM point.
- Measure the GTM performance.

Unacademy | Business Development Executive *Bangalore, Karnataka | 02.2022 - 07.2022*

- Take prospect from initial contact phase to qualified phase over the phone present product solution virtually generate revenue by counselling prospect and converting them to sales.
- Meet and exceed pipeline contribution goals respond quickly to assigned leads. •
- An expert on the customer relationship management system (CRM).

BYJU'S | Business Development Associate *Bangalore, Karnataka | 07.2021 - 02.2022*

- Creative problem solver. Manage relationships with new and existing partners through high networking, lead generation, and market research.
- To facilitate and boost sales by conferring with customers to evaluate product and service requirements and recommend best-fit company offerings.
- To engage with customers to effectively build rapport and lasting relationships. Objection handling, active listening potential client & overcome concern.
- Closing the deal with an assurance to assist in future if needed.

Zolostays | Pre-Sales Intern *Bangalore, Karnataka | 06.2020 - 08.2020*

- Developing marketing campaigns, analyzing market reviews, updating database as a customer relationship management, monitoring the market activity.
- Coordinating customers using CRM software.
- Closing the deal with an assurance to assist in future if needed.

Cardiff Metropolitan University <i>(Business Analytics)</i>	Master of Business Administration	United Kingdom	2023 - 2025
Universal Business School <i>(Marketing)</i>	Post Graduation Diploma in Management	Mumbai	2023 - 2025
SRM University	bachelor's in computer science engineering	Chennai	2017 - 2021

Project Management and Collaboration

- **Project Coordination:** Successfully collaborated with cross-functional teams (IT, marketing, and CRM) to develop and implement projects, ensuring alignment and seamless integration.
- **Strategic Planning:** Demonstrated ability to plan, develop, and execute go-to-market strategies, particularly for new product launches.

- **Data Analysis:** Conducted comprehensive benchmarking analyses to identify strengths, opportunities, and best practices, enhancing CRM and marketing strategies.
- **Dashboard Development:** Improved data accessibility and security through the creation of a Smart Dashboard, enabling trend analysis and strategic decision-making.

- **Lead Management:** Managed leads from initial contact to qualified phase, utilizing expert knowledge of CRM systems to exceed pipeline goals.
- **Customer Engagement:** Engaged with customers to build rapport, handle objections, and close deals, ensuring future support and satisfaction.

- **Effective Communication:** Communicated effectively with customers and partners, building strong relationships and ensuring clear understanding of product offerings.
- **Problem Solving:** Demonstrated creative problem-solving skills to address customer needs and improve processes, contributing to overall business success.

Market Research and Benchmarking: Proficient in conducting competitive analysis and market research to identify industry best practices and opportunities for improvement.

Go-To-Market Strategy: Experienced in planning and executing go-to-market strategies, including product launch planning and cross-functional team coordination.

Data Security: Knowledge of data security practices to ensure the protection of sensitive information in reporting and storage systems.

Effective Sales - An Overview Offered by FIA Business School

Successful Negotiation - Essential Strategies and Skills Offered by University of Michigan

Building a Toolkit for Your Sales Process - Offered by North-western University