

ARYAN ARORA

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Education

Alliance University, Bangalore <i>MBA, Marketing</i>	2022 – 2024 <i>CGPA: 8.6</i>
Toulouse Business School, France <i>Semester Exchange</i>	2023/01 – 2023/04 <i>CGPA: 14.2/20</i>
Jagran Lake City University, Bhopal <i>BA, Journalism and Mass Communication</i>	2016 – 2019 <i>CGPA: 7.79</i>
Intermediate <i>Shanti Niketan School, Vidisha</i>	2016 <i>73.8%</i>

Experiences (~ 5yrs)

Executive Sales and Marketing **April 2024 – present**
Bira 91 *Ludhiana, Punjab*

- Managed on-premises sales for Ludhiana, achieving significant market growth and reporting directly to the Associate Director
- Developed and executed trade marketing strategies, enhancing brand visibility and customer engagement
- Fostered strong relationships with distributors and clients, driving sales and brand loyalty

Intern – Assistant Marketing manager **May 2023 – July 2023**
Aakash global foods Pvt. Ltd *Indore, MP*

- Facilitated communication among 30 promoters at D-mart, Reliance Fresh, and Walmart in Indore
- Collaborated with regional managers to enhance brand presence and design merchandising strategies
- Performed competitor analysis for new product development (NPD) and existing & upcoming promotions
- Contributed to enhancing brand's visibility and market presence through effective coordination and insights

B2B Marketing & Client Relationship **Dec 2020 – Mar 2022**
Aakash Global Foods *Guna, MP*

- Executed sales activities in 2 districts, overseeing 9 sub-regions and supervising a team of 4 sales officers
- Planned and implemented sales & marketing strategies which led to increase in sales by 50% yoy basis
- Effectively oversaw sales operations, transactions and staff to ensure timely achievement of sales targets

Sales In Charge **Sept 2019 – Dec 2020**
M/S Keshardas Arora and Sons *Ashoknagar, MP*

- In charge of sales and marketing activities for products like Aakash Global Foods and Samsung mobiles
- Engaged in daily field interactions with retailers and consumers to gain deeper insights about the business
- Managed a team of 5 members and single-handedly managed sales transactions for 6 sub-regions

Certifications

- Business Analytics: Marketing Data
- Power BI Essential Training
- Sales: Closing Strategies
- B2B Marketing: Pricing Strategies
- Advanced Branding
- A1 French Language (Pursuing A2)

Accomplishments

- Recognized as a consistent top performer by Aakash Global Foods Pvt. Ltd
- Completed a semester exchange program in France at TBS Education, ranked as the 55th best business school in Europe, selected amongst 200 students

Extra-Curricular

- Lead actor, Hathway ad film | *Bhopal, India* 2019
- Stolen Reel Production, Youtube Channel | *Bhopal, India* 2016 - 2019
- Actor & Writer, IPTA | *Ashoknagar* 2012 - 2018