

MUKESH RANA

SALES EXECUTIVE | OSINT

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PROFESSIONAL SUMMARY

Sales Executive with experience in B2B account management, client acquisition, lead generation, and sales pipeline management at Brindco Sales. Track record of meeting and exceeding monthly sales targets and improving CRM efficiency by 25%. Combines consultative selling and customer service with sales automation and data-driven reporting.

CORE SKILLS

B2B and B2C Sales | Business Development | Client Acquisition | Lead Generation | Sales Pipeline Management | Account Management | Consultative Selling | Negotiation | Deal Closing | Upselling and Cross-Selling | Customer Retention | CRM Systems | Sales Automation | Sales Reporting | Data Analysis | Email Campaigns | Microsoft Office | AI Tools

PROFESSIONAL EXPERIENCE

Sales Executive | Brindco Sales Pvt. Ltd., Noida

June 2024 - Present

- Manage and expand a B2B client portfolio, consistently meeting and exceeding monthly sales targets.
- Build client relationships through regular follow-ups, product presentations, and consultative sales conversations.
- Implemented CRM tracking and automation to reduce missed leads and improve efficiency by 25%.
- Use customer purchasing data to refine sales pitches, identify upselling opportunities, and streamline sales reporting.
- Coordinate with internal teams to ensure timely order fulfillment and maintain 100% client satisfaction.

Industrial Trainee - Front Office & Food & Beverage

ITC WelcomHotel Dwarka, New Delhi | July 2022 - November 2022

- Delivered guest services across Front Office and Food & Beverage departments in a five-star hotel.
- Developed upselling and cross-selling skills through interactions with high-value guests while strengthening customer service and operational coordination.

PROJECTS

SpeakToCopy | Speech-to-Text Utility

Speech-to-text utility that captures spoken input and converts it into text. Provides clipboard copying for quick reuse of transcribed content.

AI-Powered Market Research Tool

Developed an AI-powered tool for competitor tracking and market research. Supports business intelligence by gathering insights into the competitive landscape.

Client Query Chatbot

Created a chatbot automation system to respond to client queries. Designed to reduce response times and improve client engagement.

EDUCATION

Bachelor of Hotel Management / B.Sc. (Hospitality Administration)

IHM Pusa, New Delhi | 2021 - 2024

Relevant coursework: Marketing Management, Financial Management, Customer Experience, Business Operations.

Senior Secondary Education

Army Public School Dagshai, Solan, Himachal Pradesh | 2019 - 2021

HOBBIES

OSINT | Vibe Coding | AI Image/Video Generation | AI Song Generation | Cold Calling | Internet Surfing