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# RITIK KEDIA

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## CAREER OBJECTIVE

I am a results-driven MBA candidate with a background in sales analytics and market research, seeking an entry-level business development role at tech-driven companies. Experienced in analysing client needs, streamlining operational processes, and leveraging data-driven insights to enhance customer engagement and drive business growth. Proven ability to manage client relationships, conduct market research, and support go-to-market strategies.

## EDUCATION

<b>Master of Business Administration</b>   <i>ABES Business School</i>	July 24 - July 26
<b>Bachelor of Commerce</b>   <i>K.P.T college</i>	July 21 - July 24
<b>Class XII- (Commerce)</b>   <i>B.B.P.S School</i>	Apr '21
<b>Class X</b>   <i>B.B.P.S School</i>	Apr '19

## EXPERIENCE

Mar'24 – Aug'24

Sales Representative – Learning Closet Pvt Ltd. “Exampur”

- Increased course enrollments by **30%** through targeted outreach and consultative sales approach.
  - Managed **300+ leads** via structured tracking in Excel, improving follow-up efficiency and conversion rates.
  - Enhanced lead response rates by **30%** by optimizing email and WhatsApp communication workflows.
  - Maintained **90%+ client satisfaction** through personalized guidance and streamlined onboarding support.
- Key Skills Used:** Client consultation, Sales & Lead Conversion, Excel & Data Tracking, Customer Relationship Management, Communication & Client Engagement.

## INTERNSHIPS

Marketing Analytics Intern | BONN Nutrients. , Delhi NCR Jul '25 – Sep '25

- Conducted a market survey across **100+** retail shops to track the sales performance of Bonn bread and its competitors.
  - Collected first-hand feedback from retailers regarding product demand, stock rotation, and consumer buying behavior.
  - Identified key drawbacks such as limited shelf visibility and packaging concerns, which impacted product sales.
  - Prepared sales tracking reports and competitor comparison charts to highlight opportunities for increasing retail penetration..
- Key Skills Used:** Lead Generation, Competitor Benchmarking, Customized Client Presentations, Data Collection & Interpretation.

## PROJECTS

Nov '24 – Jan '25

Solar electric tiffin box | ABES Business school

- Conducted market research and competitor analysis to identify market gaps and ensure a well-positioned product launch.
- Developed and implemented a go-to-market strategy with effective branding, pricing, and promotional campaigns.
- Delivered a successful, on-time, and cost-efficient launch, driving brand visibility and early revenue growth.

## SKILLS

**MS Office** | **Business Presentation Skills** | **Customer acquisition** | **Data-driven insights** | **Retail analytics**

## **CERTIFICATIONS**

- Digital Marketing | **UDEMY**
- SAP | **DUCAT**
- DCAA “diploma in computer Application and accounting” | **CCIT**
- The Complete Personal Development Course | **UDEMY**

## **CO-CURRICULAR**

- Participated in Talkstrong Group Discussion for leading impactful debates | **ABES** business school.
- Got a chance to involve in Switch swap competition | **ABES** business school.
- Engaged in social work voluntarily and gone for a village cleanliness program from school.