

SAHIL RAJESH SHRIWAS

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PROFILE

Business Strategist with 3 years of experience in sales, marketing, and project management, known for delivering client acquisition and retention strategies that drive sustainable growth. Recently achieved a 91% annual deal retention rate through expert negotiation, targeted client strategies, and buyer persona development. Quick to adapt to trends and skilled in cross-functional collaboration, lead generation, and executing results-focused projects.

WORK EXPERIENCE

Business Strategist, iOTA - A Creative Agency – Mohali, Punjab July, 2024–Present

- Handling a team of 8 BDA, collaboratively with other Lead strategists and leading them for various business verticals at iOTA.
- Currently handling 4 major verticals at iOTA i.e. Pre-Sales, Inbound Sales, CRM/Project Management and Outbound (Cold Outreaching via LinkedIn).
- Direct reporting to Business Head and CEO.
- Involved as Project Manager for brands like Oliveware, BluOrng, Milton Homeware, Froyo, MASAI Beer, Velaire, MEVA BITE, CarePure, TOURO, IVANA Lifestyle and few international brands like Gautam Trading LLP (Dubai), Khadlaj Perfumes (Dubai), Colours & Taal (Singapore), Precision Pilates (Singapore), etc.
- **Primary expertise:** Media Production, Social Media Marketing, Influencer Marketing, Branding, Paid Advertisement, etc.
- **Industry expertise:** Fashion and Apparels, Food and Beverage, Alco-Bev, FMCG, Beauty and Skincare, Sports and Fitness, Luxury Wearables, Health and Wellness, Kitchenware.
- Led successfully campaign and achieved a Retainer Rate of 91% within a year span, with an avg. ROI of 4.6- 5.6X.
- Worked with brands like JISORA Jaipure, Molekulaire, Captain Sam's, IFE's Coffee House, Vesco, Homlandr, GetWings, Kuleena Distillers, MUVIQ, etc.

Business Development Executive, Movidu Technology Private Limited – March 2023 – June 2024
Bengaluru, Karnataka

- Collaborating with several Tier-2 and Tier-3 Institutions around India, officially and conducting meetings.
- Working closely with the Founders to provide efficient Lead Generation from official closings.
- Handled a team of 5 people in B2B Marketing department of the company and trained them for generating potential prospects for the B2C department for final conversion.
- Experience in drafting official agreements for the company and its stakeholders.

Event Manager, Division Of Student Welfare, LPU – Phagwara, Punjab Sept, 2022 – April, 2023

- Handled a team of 120+ people in the organization with various campaigns throughout the term.
- Successfully organized 6+ events during the tenure at Zonal and National Level with a team of 200-250.
- The Events include Coke Studio (2), Celebrity Event (2), Political Event (2).
- Was in a team of the Lead decision makers and took care of finance and management
- Major achievement: Was a core team member of the successful event. "One India 2022" held every year at LPU, an event where 50,000+ students gather and showcase their devotion towards their state, theme-wise.

CERTIFICATIONS

- . 1. Google Digital Garage
- . 2. Google Workspace

EDUCATION

Lovely Professional University , B. Tech in Computer Science and Engineering August 2018 – March 2020

- **Specialization:** Cyber Security

Bhonsala Military School, Nashik August 2020 – May 2024

- **Specialization:** PCM (High School)

POWER SKILLS

- . Project Management
- . TeamHandling
- . Brand Marketing
- . Lead Generation
- . Leadership

LANGUAGES

Languages: English, Hindi, Marathi, Punjabi