

# NIKITA RAUTELA

Business development Sales & Marketing | Digital Content Creator

+91-9368412189

✉ nikitarautela2004@gmail.com

Dehradun, Uttarakhand - 248008

## KEY SKILLS

- Sales & Business Development
- Digital Poster Design
- Client Communication
- MS Excel & Power Point
- Quick Learner & Adaptable
- Team Collaboration

## EDUCATION

### Post Graduation (Pursuing) MBA

Manipal university jaipur

### Graduation (2022 - 2025)

#### BA

DAV PG College, Dehradun

### Web development (2023)

Mis infotech ,Dehradun

### Intermediate (2022)

UK Board

### High School (2020)

UK Board

## PERSONAL INFO

### Date of Birth

15 December 2004

### Father's Name

Mr. Narendra Singh Rautela

### Marital Status

Unmarried

### Languages

English & Hindi

### Address

Nand colony Nathuwala, Dehradun

## HOBBIES

Playing Kabaddi

Learning new skills

## PROFESSIONAL SUMMARY

Dynamic and results-driven Sales & Marketing Executive currently working at The Wize Company, with hands-on experience in sales operations, digital poster creation, and company profile upgradation. I bring a unique blend of creative and commercial skills, with a strong ability to communicate effectively, build client relationships, and support brand-building initiatives. Eager to contribute to business growth while continuously expanding expertise in digital marketing and sales strategies.

## WORK EXPERIENCE

### Business development / Sales and Marketing

**The Wize Company** | Dehradun, Uttarakhand | April 2024 – Present

#### Key Responsibilities & Achievements:

- Actively contributed to the sales team by identifying potential clients, following up on leads, and supporting the end-to-end sales process to drive revenue growth.
- Designed and developed professional digital posters for marketing campaigns, promotions, and brand awareness initiatives using design tools.
- Assisted in the upgradation and restructuring of the company profile, ensuring content was up-to-date, visually appealing, and aligned with brand guidelines.
- Collaborated with the marketing team to develop and execute digital marketing strategies across various platforms.
- Maintained client relationships and provided after-sales support to enhance customer satisfaction and retention.
- Prepared sales reports, tracked performance metrics, and presented insights using MS Excel and PowerPoint.
- Led team coordination by assigning responsibilities, projects progress and ensuring effective communication to achieve project milestones and organizational goals.

## ACHIEVEMENTS & AWARDS

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- Won National Championship in Kabaddi, representing Uttarakhand at the national level.
- Won District (Tehri Garhwal) Championship in Kabaddi
- Won North Zone Championship in Kabaddi at PG College level.
- Identified potential clients and converted leads into customers.
- Build a strong client base through effective networking and follow-ups.