YOUR FULL NAME

SALES & MARKETING EXECUTIVE / [INDUSTRY]

[City, State] | [+91 XXXXX XXXXX] | [name@email.com] | [LinkedIn / Portfolio]

PROFESSIONAL PROFILE

Commercially minded [fresher / professional] with experience in [lead generation, client follow-up or marketing campaigns]. Comfortable using [CRM, Excel, digital platforms] to track engagement and communicate solutions to customers.

CORE SKILLS

Business Development: [Prospecting, lead qualification, client meetings, negotiation]

Digital Marketing: [SEO, social media, email marketing, content planning]

Reporting & Tools: [Excel, CRM, Google Analytics, campaign reporting]

SALES / MARKETING EXPERIENCE

[Sales Executive / Marketing Intern] | [Company] | [Dates]

- Reached out to [target segment] via [channel] to support [pipeline / campaign objective].
- Prepared [proposal / product presentation / campaign material] for [client group].
- Tracked [leads, responses or conversions] and shared [weekly report or finding].

SELECTED PROJECTS

[Campaign / Marketing Project] | [Channel] | [Year]

- Defined [target audience] and developed [content / campaign approach] for [goal].
- Evaluated [reach / qualified leads / click-through] against [real recorded baseline].

[Market Research Project] | [Year]

- Compared [competitors / customer segments] and summarized [positioning / opportunity].

EDUCATION

[Degree / Specialization] | [Institution] | [Year]

CERTIFICATIONS & ADDITIONAL DETAILS

[Google / HubSpot / sales course] | [Provider]