

LALIT KUMAR SHARMA

SUMMARY

Results-driven sales professional with strong analytical and technical skills. Consistently meets or exceeds targets, whether working independently or as part of a team.

EXPERIENCE

Category Manager, 02/2024 - 08/2024

MyCaptain - Bangalore

- Managed a team of 7 Team Leads and 50 Inside Sales Executives, overseeing the product lifecycle from lead generation to placement, and implemented KPIs, KRAs, and SOPs.
- Drove 30% growth in monthly revenue by launching a new product line through digital and offline marketing.
- Reduced sales costs by 10%, generating \$425,000 in revenue with \$42,000 profit in the April-June quarter.
- B2B partnership: onboarded 5 colleges, generating \$90K in 3 months.

Team Lead, 02/2023 - 01/2024

MyCaptain - Bengaluru, India

- Managed 8 Inside Sales Executives, generating \$400,000 in revenue and increasing AOV by 30% in 3 months.
- Increased pipeline conversion from 30% to 45% by integrating video consultations and lead assessment with a scholarship form.
- Optimized the sales funnel by managing over 2,500 leads with a 2% conversion ratio, in close collaboration with the marketing team.

Inside Sales Executive, 01/2022 - 01/2023

MyCaptain - Bengaluru, India

- Conducted cold emails and cold calls to qualify potential prospects.
 - Consistently hit and exceeded sales targets by 15%, by adopting a strategic selling approach and using data-driven insights.
 - Closed \$75,903.61 in revenue during the sales executive cycle.
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EDUCATION AND TRAINING

Bachelor of Technology, Mechanical Engineering, 08/2022

Lovely Professional University - Jalandhar, India

XII, PCM, 07/2018

St Francis Inter College - Hathras, India



CONTACT

Address: Bengaluru, India 560100

Phone: +91 8126412384

Email: lalit12p@gmail.com

PROFILES

- www.linkedin.com/in/lalit-kumar-sharma1/
 - <https://lalitkumarsharma.com/>
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SKILLS

- Lead Generation and Prospecting
 - Cold Calling and Email Outreach
 - Data Management and CRM proficiency
 - Pipeline Management & forecasting
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TOOLS

- Apollo.io, Salesforce
 - ConvertKit, MailChimp
 - Zapier, Hootsuite
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LANGUAGES

- HINDI
- ENGLISH