

AAYUSH PARIKH

Mumbai | 9833031091

[|aayushparikh777@gmail.com](mailto:aayushparikh777@gmail.com)

DOB: 7th October 1992

A LITTLE ABOUT ME

I was born and brought up in Mumbai. My interests apart from crushing sales targets are Gaming, Music, Travelling & Photography. I am team player who strives to deliver perfection in any task put in front of him.

I have gained numerous professional skills across my 10 years in the industry – Leadership, Teamwork, Campaign management, Public speaking, Organization skills, Negotiation & Analysis are some of these. Since 2021 we have successfully onboarded 20000+ Restaurant partners to our aggregator application & ONDC network.

EXPERIENCE

Thrive by Hashtag Loyalty

Head of Business Development/Sales | 2016 - Present

- I am currently heading the Enterprise/SMB sales team to grow our presence across the country for our aggregator application, ONDC services & CRM solution.
- Market analysis, Setting sales targets (Monthly/Quarterly), Strategy development, Negotiations and Planning are some of my daily tasks.
- I am also responsible for SMB/Enterprise sales for our online ordering SAAS product & CRM Services. I am currently closing 100 plus leads a month for the same.
- I create and execute targeted lead generation campaigns through various mediums every week via Email, Instagram, WhatsApp, SMS & our CRM systems.
- I have successfully adapted my team to utilize Sales CRM systems to bring about significant increase in sales efficiency such as Fresh Sales and Zoho CRM & create internal workflows to achieve the same.
- Setting goals & targets for our Loyalty & CRM SAAS product (Thrive Marketing Services) for our farming team & achieving them on a monthly basis with concerns to new sales & renewals of old clients.

▪ Time Out Group (India)

Senior Sales Executive | 2015 - 2016

- I was responsible for market research and achieving sales targets for hospitality brands in Mumbai for Time Out Group's table reservation application called Restora.
- Closing hospitality events & activations & creating a successful secondary revenue stream for the brand. Bandra Dessert Crawl, Mercedes Benz AMG car launch activations & OLA Cabs Don't Drink & Drive were examples of these.

▪ ShopHop India (POD conceptions LLP)

Business Development Executive | 2014 – 2015

- I was responsible for setting sales targets & closing Retail/Kirana stores to be a part of the product network.

- Creating marketing plans & strategies for customer retention & engagement to increase transactions.

EDUCATION

JAI HIND COLLEGE | 2011 - 2014 | Bachelors of Mass Media (BMM) | 5.86 GPA

JAI HIND COLLEGE | 2009 - 2011 | Higher Secondary Certificate Examination (Commerce Stream) | Passed with 59%

GREENLAWNS HIGH SCHOOL | 2007 - 2009 | ICSE | Passed with 85%

HONORS & CERTIFICATIONS

- Certificate of Honors in Academics – Greenlawns High School – May 2009
- Certificate of Distinction – Greenlawns High School – May 2009
- Certificate for achievement in Introduction To Mass Communication – Semester 1 (BMM) – 2011
- Certificate for achievement in Effective Communication Skills – Semester 2 (BMM)– 2012
- Certificate for achievement in Translation Skills – Semester 2 (BMM) – 2012
- Certificate for achievement in Advanced Computers, Understanding Cinema, Introduction to Media & Cultural Studies – Semester 3 (BMM) – 2012
- Certificate for achievement in Mass Media Research, Organizational Behavior, Radio & Television, Print Production & Photography, Introduction to Advertising & Introduction to Journalism – Semester 4 (BMM) - 2013
- Certificate for achievement in Consumer Behavior, Advertising in contemporary societies & Advertisement Design – Semester 5 (BMM) – 2013
- Certificate for achievement in Financial Management – Semester 6 (BMM) – 2014
- Certification of Honors for pass completion of Grade 1,2,3 & 4 in the fields of Speech & Drama via TRINITY COLLEGE LONDON.