ONKAR RAJESH THORAT

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PROFESSIONAL SUMMARY

Results-driven Marketing Executive with 1.5+ years of experience in Digital Marketing, Business Development, Lead Generation, CRM Management, and Customer Engagement. Experienced in managing end-to-end marketing campaigns, social media platforms, lead nurturing, client communication, and sales support. Skilled in using the Zoho ecosystem including Zoho Social, Marketing Automation, Campaigns, CRM, SalesIQ, and Commerce to improve marketing performance and business growth. Strong ability to generate qualified leads, conduct product demonstrations, prepare quotations, coordinate with project teams, and build long-term client relationships. Passionate about driving business growth through strategic marketing and customer-focused solutions.

PROFESSIONAL EXPERIENCE

Marketing Executive
ITOT Cloud Systems Pvt. Ltd., Pune *Jan 2025 – Present*

Company Profile: ITOT Cloud Systems is a Zoho Premium Partner specializing in digital transformation and business automation solutions.

- Managed end-to-end digital marketing activities including social media, email marketing, marketing automation, and CRM operations using the Zoho ecosystem.
- Generated and qualified B2B leads through digital campaigns, conducted product demonstrations, and converted business opportunities into sales.
- Prepared quotations, managed client follow-ups, coordinated with implementation teams, ensuring smooth project execution and customer satisfaction.
- Executed multi-channel marketing campaigns across LinkedIn, Facebook, Instagram, YouTube, and email to improve brand visibility and customer engagement.
- Collaborated with sales, marketing, and technical teams to drive business growth through strategic marketing initiatives and customer-focused solutions.

EVENT EXPERIENCE

Marketing & Event Coordination

Successfully represented ITOT Cloud Systems Pvt. Ltd. at Automation Expo 2025, Automation Expo 2026, and Factory Automation Expo 2025.

- Represented the company by engaging with prospects, generating qualified business leads, and promoting Zoho business solutions.
- Managed exhibition planning, booth branding, marketing collateral, customer interactions, and coordinated with internal teams for successful event execution.

EDUCATION

Master of Business Administration (MBA) – Marketing
Smt. Kashibai Navale School of Business Management, Pune 2024 – 2026
CGPA: 8.39

Bachelor of Business Administration (BBA) – Marketing
Haribhai V. Desai College, Pune 2021 – 2024
CGPA: 8.18

SKILLS

Business Development	Lead Generation	Client Relationship Management
Digital Marketing	Social Media Marketing	Email Marketing
Marketing Automation	CRM Management	Campaign Management
Lead Nurturing	Product Demonstration	Customer Engagement
Sales Support	Quotation Preparation	Event Coordination
B2B Sales	Communication & Presentation	Negotiation Skills
Microsoft Excel	Google Workspace	Canva
Zoho CRM	Zoho Marketing Automation	Zoho Campaigns
Zoho Social	Zoho SalesIQ	Zoho Commerce