



Ritu Bhardwaj

Coach - Life Skills Trainer

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SUMMARY

With over 14 years of expertise in relationship management, mental health counseling, and marketing strategies, I specialize in sales training, business development, and lead generation. I am Google-certified in Digital Marketing and have completed an Executive Program in Marketing Strategy at IIM Lucknow. My skills include counseling, mindfulness, and goal setting, tailored for women, corporate employees, and students.

Collaboration with NGOs and Corporate Training Initiatives:

- Partnered with leading NGOs for Barclays, Accenture, and Tech Mahindra successfully delivered a variety of training programs focused on skills development and capacity building
- Worked closely with India's top Jewelry brand, implementing strategies that significantly enhanced sales performance
- Delivered comprehensive training in soft skills, life skills, and career development at Pune's premier engineering, medical, and management institutions.

EXPERTISE

Life-skills training and Personal Development	Soft Skills training & Development	Emotional Intelligence and Management
Stress and time Management	Sales and Marketing Strategy	Mindset Coaching and Transformation
Corporate Training & Workshop Facilitation	Public Speaking and Presentation skills	Relationship Coaching and Counseling
Social Media Marketing	Campus to Corporate Training	Business Development

ACHIEVEMENTS

- ✓ Organization's top performer in India in Sales, Training, Marketing, Brand promotions and Research in 2018. (Rewarded an international trip to Dubai by organization)
- ✓ Café Coffee Day Freelancer, as a part of Alliance team, worked on 5 giant campaigns viz. Vanilla Branding, Edutech, Work @ Café Concept, Alliance Wall Concept and Automobile Campaign
- ✓ Over achiever and PATD winner of India's entity
- ✓ Circle of Excellence Winner in Avon Products
- ✓ Awarded best retail executive in Himalaya drugs

Professional Experience

- Renowned Life Coach | Freelance Life and Soft Skills Trainer**

04/2022 – Present | India

 - Coached over 3,000 women, providing personalized programs and 1:1 session to empower them in life and business.
 - Delivered specialized training in time management, stress management, communication, and leadership skills at leading institutions.
 - Conducted workshops on presentation skills, body language, and critical thinking, incorporating mindfulness practices.
 - Consistently received positive feedback for enhancing student performance, confidence, and emotional intelligence.
- Head of Sales and Marketing | Vin Solutions**

12/2019 – 04/2022 | London, UK

 - Led sales and product training initiatives, and managed brand promotions through social media and community platforms.
 - Crafted content for webpages, blogs, newsletters, and promotional videos, overseeing SEO strategies and vendor management.
 - Built customer and stakeholder relationships, developed new partnerships, and managed system/tool testing.
- Sales & Marketing Manager | MyGlamm**

05/2018 – 06/2019 | Pune, India

 - Led brand promotion and sales efforts across Pune and Maharashtra, including recruitment and training of product advisors.
 - Organized seminars and online campaigns, driving engagement across various stakeholders.
- Assistant Sales Manager | Corporate Rooms Hospitality**

03/2017 – 04/2018 | Pune, India

 - Led B2B sales and marketing, securing major corporate partnerships and enhancing brand visibility.
 - Trained teams in product knowledge and cold calling techniques.
- Area Manager | Juvalia Sales**

11/2013 – 06/2015 | Pune, India

 - Established and maintained a network of distributors, implementing targeted marketing strategies across regions.
 - Managed overall sales targets and team performance.
- Zonal Manager | Avon Products**

03/2012 – 08/2013 | Pune, India

 - Conducted market research, trained staff, and organized promotional events and tie-ups within the zone.
 - Managed operational issues, driving leadership and performance.
- Senior Executive | Himalaya Drugs**

03/2009 – 11/2011 | Mumbai, India

 - Managed modern trade and territory sales across Maharashtra, MP, and Gujarat.
 - Led a team of 90+ product advisors & store executives, responsible for visual merchandising and corporate tie-ups.

EDUCATION

Qualification	Institution
Executive Programme in Marketing Strategy	IIM Lucknow
Post Graduate Diploma in Business Management	Pune University, India
PGDM Marketing	International Institute of Management Studies, Pune, India
Bachelor of Science (Biotechnology)	Bachelor of Science (Biotechnology)

LANGUAGES

ENGLISH ●●●●●

HINDI

PASSPORT & VISA

PASSPORT VALID TILL Apr 2026

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