

Payal Mathur

Email: payalmathur7689@gmail.com

Phone: +971 525128192

Address: building 3 Bur Dubai, Dubai

Date of Birth: Dec 18, 1996

Nationality: Indian

Professional Summary

Results-driven professional with experience in both sales and content writing. Proven ability to exceed sales targets and craft high-impact, SEO-optimized content. Exceptional communicator with strong research skills and a talent for building relationships and driving results.

Experience

Sales Executive

Shree Shyam Tata Motors – Jaipur, Rajasthan | Apr 2023

- Increased sales revenue by generating leads and closing key client deals.
- Developed and executed targeted sales strategies, leading to a 20% increase in revenue.
- Built and managed a portfolio of accounts with a focus on customer satisfaction and loyalty.
- Led a team of 5 sales representatives, consistently surpassing quarterly targets.
- Conducted market research to identify new business opportunities.

Content Writer

Time Web Target Pvt. Ltd. – Jaipur, Rajasthan | Apr 2022 – Apr 2023

- Wrote SEO-optimized blog posts and content for various industries.
- Conducted in-depth research to ensure high-quality, informative writing.
- Collaborated with marketing and design teams to produce cohesive campaigns.
- Managed social media platforms and created compelling ad copy.
- Executed a content strategy that significantly increased traffic and engagement.

Back Office

Gas Capital - Bur Dubai, Dubai | July 2024 - June 2025

- **Data processing tasks, such as data entry, analysis and management.**
- **Highly organized and detail-oriented Back Office Executive with extensive experience in providing administrative and clerical support.**

Education

Master of Arts – University of Rajasthan | Jul 2019 – May 2021

Bachelor of Arts – University of Rajasthan | Jul 2016 – Mar 2019

Skills

Technical Skills:

- SEO Writing
- Content Strategy
- Social Media Management
- Creative Writing
- Proofreading

Soft Skills:

- Excellent Communication
- Customer Service
- Attention to Detail
- Team Collaboration

Languages

- Hindi – Advanced
- English – Basic