

DHRUVI HIRANI
Email: dhruvihirani44@gmail.com
Mob: 07830094814
LinkedIn: www.linkedin.com/in/dhruvihirani

PERSONAL STATEMENT

Strategic and commercially minded young professional with experience across radio presenting, business development, events, content strategy, and community engagement. Strong communicator with proven experience in public speaking, audience engagement, partnership outreach, and brand-focused initiatives through media and voluntary leadership roles.

Known for analytical thinking, initiative, and the ability to translate complex ideas into engaging and actionable communication. Currently developing practical experience in sales, marketing, social media strategy, and business growth through live media, partnerships, and content-led projects.

KEY SKILLS & ACHIEVEMENTS

- Public Speaking & Live Presentation
- Strategic Communication & Audience Engagement
- Event Planning, Coordination & Team Collaboration
- Social Media Content Strategy
- Brand Positioning & Community Outreach
- B2B Relationship Building & Partnership Development
- Sales Prospecting & Lead Qualification
- Professional Communication
- Marketing & Promotional Campaign Support
- Research, Analysis & Systems Thinking
- CRM & Sales Workflow Familiarity (Salesforce, HubSpot)
- Bilingual Native Communication (English, Gujarati, Hindi)

WORK HISTORY

10/25 – Present: Satsang Radio – Business Development & Brand Strategist (voluntary)

Led a 6-month B2B business development project to establish a strategic commercial partnership between three organisations, including identifying stakeholders, structuring the proposal, and pitching to senior decision-makers. Managed full BD cycle including prospecting, outreach, objection handling, and stakeholder negotiations. Conducted daily sales roleplay sessions using a custom AI prospect simulation to strengthen cold calling, discovery, qualification, and objection-handling skills. Drove station growth through sponsorship outreach and direct conversations with local businesses, developing pitch materials and managing relationships with external partners. Led social media strategy, event coordination, and promotional campaigns resulting in increased audience engagement and digital visibility.

07/25 – Present: LinkedIn – Content Creator

I publish original content focused on strategy, communication, psychology, leadership, and systems thinking. Developed skills in written communication, audience positioning, and personal branding through consistent content creation. Analysed real-world business, behavioural, and strategic concepts and translated them into accessible insights. My LinkedIn serves as an active portfolio of my content, communication style, and ongoing professional development.

07/25 – Present: Satsang Radio – Radio Presenter (voluntary)

I host my weekly live radio programme focused on real-world strategy; philosophy, mindset, psychology, power, personal development, and spirituality, designed to engage younger audiences through modern decision-making and communication. I research and present structured discussions translating complex concepts into actionable insights while developing skills in live broadcasting, public speaking, audience engagement, and content delivery.

10/21 – 07/23: Sanskar Radio – Radio Presenter (voluntary)

Volunteered weekly after completing my Gujarati A-Level, job offered by the head of Jalaram Bal Vikas and ex-trustee of Sanskar Radio. Responsibilities included broadcasting ads, news, music,

and engaging listeners. Gave motivational talks and stories to inspire youth in self-growth and faith. This strengthened my communication skills and relationship-building skills as a proactive, dedicated, and enthusiastic team member.

CERTIFICATES AND COURSES

- 07/25 – 07/25** **Salesforce – Salesforce Sales Development Representative Specialization** (Professional Certificate, 5-course series, 5 certificates for each, SV Academy & Salesforce, Coursera)
- Covered: prospecting, Salesforce CRM, social outreach, cold calling, objection handling, consultative selling, communication, and interview preparation.
 - Course names: Groundwork for Success, Boosting Productivity with Tech Stack, Navigating Professional Relationships, Conversational Selling Playbook, Interviewing with Confidence.
- 07/25 – 07/25** **HubSpot Academy – Sales Enablement**
Applied enablement strategies to live project: Satsang Radio launch.
- 07/25 – 07/25** **Yale University – Introduction to Negotiation: A Strategic Playbook for Becoming a Principled and Persuasive Negotiator**
Taught by "Top Instructor" Barry Nalebuff, Milton Steinbach Professor, Yale University. Covered, principled negotiation, conflict management, persuasion, and decision-making.
- 07/25 – 07/25** **Packt – Sales Strategies and Techniques**
Focused on consultative selling (PULSE model), objection handling, metrics analysis, and trusted-advisor positioning.
- 07/25 – 07/25** **Packt – Cold Calling & Prospecting**
Practiced cold calling & prospecting using AI roleplays daily, applying structured prospecting techniques.
- 08/24 – 09/24** **Alison – Sales Techniques using comparative sales strategies**
Studied buyer psychology, competitor positioning, proposal timing, and stakeholder influence.
- 08/22 – 08/23** **CFI – NASBA CPE Accounting Fundamentals Certificate**
Gained practical exposure to income statements, balance sheets, and cash flow analysis.

EDUCATION

A-Levels

- Bosworth Academy, Leicester, 09/24 – 06/25
 - Business (C), Maths (E)
- Jalaram Bal Vikas, Leicester, 08/20 – 07/21
 - Gujarati (A)

AS-Levels:

- Bosworth Academy, Leicester, 09/23 – 06/24
 - Business (D), Maths (D), Chemistry (E)

GCSEs:

- Avanti Fields School, Leicester, 09/18 – 07/23
 - English Language (6), English Literature (6), Mathematics (6), Science (7/6), Religious Studies (8), Art (5), History (5)
- Jalaram Bal Vikas, Leicester, 09/18 – 07/19
 - Gujarati (A)