

PROFESSIONAL SUMMARY

Goal-oriented individual with experience in sales and marketing with skills in identifying & implementing business solutions targeting challenging assignments in Marketing with an organization of high reputation. Apprised of the work ethics and procedures followed in execution of academic projects. Result-oriented, quick learner and a keen planner with the proficiencies procured. Skilled in brainstorming / formulation of strategies to engage with consumers and prospects across diverse Digital and Social Media Platforms.

EDUCATIONAL QUALIFICATION

Coventry University- MSc International Marketing Management	Coventry, UK Sep 2021- Sep 2022
University of Mumbai -Bachelor in Management studies major in Marketing	Mumbai, India June 2015- June 2018

WORK EXPERIENCE

Diligenta Customer service representative	Stirling, UK Dec 2023- Aug 2024
- As a customer service representative, I had to administrate tasks in the back office as well as voice-to-customer calls. - The main emphasis was to interact with clients in a confident, kind, and professional manner; to educate members about the specifics of policies; to address concerns; to work with independent financial advisors; and, above all, to deliver outstanding customer service to our clients. - Promptly assess the needs of the client and concentrate on efficiently and sympathetically handling problems and inquiries. - Worked with system like Bancs and Verint to complete after call work of policy holder’s information. - Deal with Teachers AVC, Local government and USS LTD. AVC, NHS AVC, Group AVC. - Handled claims, annuities, increase or reduction in contribution, drawdown, partial and small lump sum, transfer values, sum assured at death or retirement, project illustration etc regarding a customers policy.	
Sai Service (Maruti Suzuki Arena) Relationship manager	Mumbai, India Apr 2019- Dec 2019
- Sold fantastic selection of new automobiles in a busy setting with passion and dedication. Using good communication to guarantee that commitments are kept and delivery dates are reached. - Kept track of customer information and communicating with current and previous customers that helped to ensure a positive after-sales experience. - Managed customer database to generate new prospects and guarantee the satisfaction of current and previous customers. - Upholding excellent standards in the showroom, including those for the point of sale and the website photography. - Created and distributed customised video presentations to potential customers to highlight the features and benefits of their selected cars. Ensuring that all sales adhere to Finance Conduct Authority regulations in full. Keeping up to date with stock details and availability and informing customers based on the availability of the products. - Handled inbound and outbound calls of clients and generating leads based on hot, warm and cold clients. - Organised corporate promotions at various places/corporate events like uber/ola, banks, hotels. - Always achieved a target of selling more than 5 vehicles a month with more than 5 add on in each and every car. Helped juniors in sales and mentored them to improve sales and their knowledge about the product.	
HDFC Sales Pvt. Ltd. Sales officer	Mumbai, India Jan 2019- Mar 2019
- Regularly monitoring the Home Loan data and cross-sell insurance, fixed deposits, and other products as introduced by the firm to HDFC Sales clients who are taking out home loans. - Procured products from the open market and meet the established goals. - Being up to date about the products that the organisation is offering, to comprehend what the competition is offering, and to manage consumer objections. - Made sure that each contact or customer visit is properly profiled, to determine and comprehend the customer's needs, and to appropriately propose investment and insurance choices. - Ensured collaborative calls with the Home Loan Executive to ensure that the files being distributed have the most attachments possible. - Established a relationship with the customer that will enable them to manage the customer's entire account by cross-selling other product offerings based on the customer's needs. FSA will make sure to obtain the customer's family information, other general insurance information, other loan information, etc. - Communicated with the partner representatives and collaborated with them. Assured prompt renewal of the sourced business. - Sold more than 50 lakhs to 1.5 crores (5 million to 15 million) loan every month to clients that required home loan.	
SYNNEX Business Pvt. Ltd Sales executive and event organizer	Mumbai, India Oct 2018- Dec 2018
- Worked as an event planner, which entailed being on-site at the venue and ensuring that everything was correctly planned and decorated. - Handling inbound and outbound calls from clients, inviting them to the event and answering their questions about it. - A monthly aim of attracting 25-30 different companies (paid entrance) to the events. - Dealing with event top executives from national and international companies.	
Superstar Entertainment Infinity Digital marketing Intern	Mumbai, India Apr 2017- Jun 2017
- Delivered e-mails to clients informing them of the event's schedule. - Created email marketing templates using tools like Mail Chimp to promote the next event. Handled the company's social media accounts, promoting the latest events. - Handled client calls and answered their questions about the events. - Collaborated with a cross-functional team to complete a certain job. - Examined the digital marketing campaign.	

CERTIFICATION

- CMI - Strategic Management and Leadership Practice level 7 course from Coventry university
- Digital Marketing Course from Soft Pro (DMTI Professional Course)
- Microsoft course in Word, PowerPoint, Advance Excel and Corporate Excel from Soft Pro (DMTI Professional Course)

ADDITIONAL EXPERIENCE/SKILLS

- Participated in a short film-making competition organised by Chetana's College; certified by the college
- Contributed to Inter class Quiz Contest of Chetana's College; certified by the college.
- Digital Marketing skills in email marketing with tools such as mail chimp, social media marketing, SEO, SMO, google analytics. Content creation using Canva and video editing skill with tools such as iMovie.
- Worked at Primark from Oct 2022 – Aug 2023 as a Retail Assistant by providing outstanding customer service, recognise the daily sales goals, objectives, possibilities, completing activities quickly and improve process efficiency.

