

PRADNYA VAIBHAV GHUMATKAR

Vishal Residency, Flat No.12, Near old Mumbai Pune Highway, Kasarwadi Pune 411034.

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Professional Summary:

With over a 6+yrs. of Sales & Marketing experience with a proven track record of success in developing new business and increasing sales, have a strong background in customer service, and highly skilled in building relationships with clients and developing tailored solutions to meet their needs, a good communicator with strong presenting and soft skills, as well as strong marketing management, logic, and problem-solving ability.

PROFILE & STRENGTHS

- Team Development & Sales Leadership
- Customer Relationship Management (CRM)
- Data Analysis & Strategic Sales Planning
- Self-motivated, diligent, optimistic, hardworking, and goal-oriented, with a high degree of flexibility, resourcefulness, and commitment
- A highly creative, proactive and achievement driven professional.
- Confident, Focused and highly motivated with strong analytical, interpersonal, leadership skills.
- Clear communication skills and exceptional public speaking skills
- Multilingual with proficiency in Marathi, English and Hindi

Current Experience: -

Assistant Manager (Sales & Marketing)

Ascend Fluid Tools Pvt Ltd

Joining Month: March 2024 till Date

Roles and Responsibilities:

- Developing, leading and managing a team of 8-10 sales associates, fostering a competitive environment that improved team sales by 25% within the first year.
- Handling OEM & All Key Customers
- Implementing innovative sales strategies, expanding customer base by 30%
- Handling Salesforce & educated team in doing the same
Managing the customer relationship process, achieving a customer satisfaction rating of 95% through personalized attention and service.
- Meticulously analyzing sales data, leading to the redesign of sales tactics which decreased lead times by 20% and increased close rates by 15%.
- Delivering exceptional customer service, leading to a 30% uptick in repeat business through strong

client relationships.

- Playing a pivotal role in the product knowledge training of new sales staff, enhancing team performance and sales readiness.
- Handling Indiamart and GeM Portal
- Supervising day-to-day operations to meet performance, quality and service expectations.
- Maintaining all the communication with customers as well as with internal team to ensure flowless output.

Regional Manager (Sales)

Netsurf Communication Pvt Ltd

Joining Month: Nov 2020 to Feb 2024

Roles and Responsibilities:

- Joined as a Business Support executive & got promoted as a Zonal Asmita Sales manager within few months. While working as a Zonal Asmita manager for two Quarters again Because of Excellent performance Got promoted as a Area Sales Manager
- Executed sales strategies resulting in consistently exceeding sales targets by 10% each quarter, contributing to the region's revenue growth.
- Spearheaded the adoption of a customer management system (CRM), resulting in better tracking of sales and customer engagement.
- Collaborated with the marketing team to create promotional campaigns that increased foot traffic by 40% during event weekends.
- Played a pivotal role in the product knowledge training of new Retailer & Distributors, enhancing region performance and sales readiness.
- Achieved regional sales objectives by coordinating sales team, developing successful strategies, and servicing accounts to strengthen business relationships.
- Organized regular sales meetings, providing comprehensive updates on market trends, competitor analysis, and new product developments.
- Because of the thorough knowledge of All the available products as well as Business Plan, Provided Product and Business training, Organized and managed training and development program in region (11 Districts)
- Provided Full Back-office support which includes Payouts, KYC updations, Status Updations etc & Back office related work done of Distributors
- Also, part of the organizing team of monthly, quarterly & yearly achievement & Felicitation program of company

Customer Care Executive

TATA Business Support Services Ltd

Joining Month: Aug 2016 to Aug 2017

Roles and Responsibilities:

- Provided customer service and their account management for TATA Sky dish TV service
- Answered through calls and emails professionally providing complete information
- Resolving complex queries to closure like red and blue cases which are above the TAT and resolved

- to closure
- Managed to keep records of customer interactions, transactions, complaints, comments as well as action taken, process order
- Awarded with the WOW award for outstanding achievement while serving the role.

Software Tester

Pearlstone Technologies

Joining Month: Jan 2012 to Aug 2013

Roles and Responsibilities

- Created test cases for new product development
 - Worked with quality assurance team to coordinate testing
 - Continuously updated testing documentation
 - Tested multiple versions of software to ensure all product worked as designed
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Professional & Educational CREDENTIALS:

B.E (E & TC): Year 2011: First Class

University of Pune. (SRESOCOE, Kopergaon)

HSC Exam – Year 2007: 76.50%

State Board of Maharashtra (SSGM College, Kopergaon)

SSC Exam – Year 2005: 72.53%

State Board of Maharashtra (RKKVK)

Certifications:

- Diploma in Software testing from SEED Infotech with A+ Grade
- Pursuing Data Analyst Program

Date Of Birth: 1st July 1990

Declaration

I hereby declare that the above-mentioned information is true to the best of my knowledge.

Pradnya Vaibhav Ghumatkar.