

Dedicated and results-oriented professional with 4+ years of experience in sales strategy, data analysis and marketing management across diverse industries. Proven track record of driving revenue growth, enhancing customer satisfaction, and optimizing operational efficiency. Adept at leveraging data analytics to identify key insights and implement strategic initiatives, resulting in measurable improvements such as increase in Net Promoter Score (NPS) and significant reductions in inbound communications. Skilled in project management, CRM optimization, and stakeholder engagement, with a demonstrated ability to lead cross-functional teams to achieve organizational objectives. Seeking to leverage expertise in sales strategy, customer experience optimization, and process improvement to contribute effectively to a dynamic team.

Skills

C - Suite (Deck Creation) • CRM • Google Suite • Microsoft Excel • Microsoft powerpoint • Data Visualization • Data Analysis • SQL.

Experience

CBRE

Gurugram, Haryana

Senior Executive - Project Management

10/2024 – Present

- Conceptualized and supported Go-To-Market strategies for new pitches by collaborating with regional Business Development Teams, aligning closely with sales goals.
- Drove attachment deals across the regions to improve pitch rates from 70% to 87%, increasing overall attach and win rates.
- Providing support to regional Business Development Teams on the ongoing Bids
- Provided pre-sales support through effective stakeholder coordination for RFI/RFP responses, ensuring alignment with client needs.
- Led the development of presentations, pitch decks, and marketing collateral to enhance communication strategies for internal sales teams and external stakeholders.
- Prepare, publish, and provide commentary for standing reports and dashboards on time against daily, weekly, monthly, and annual deadlines.

Better.com

Gurugram, Haryana

Analyst - Sales Strategy Support

08/2020 - 11/2023

- Analyzed and boosted NPS for both product and customer service by 12%, leveraging insights from identifying key issues and refining the resolution process.
- Reduced inbound communication via emails and messages by 72% and inbound calls by 11% by implementing and expanding the 24*7 live chat program.
- Periodic communication audits to understand the patterns and identify customer needs and expectations.
- Collaborated with cross-functional teams to address various ad-hoc requests aimed at increasing responsiveness.
- Periodic reporting of SLA data to compile and track performance at team and individual level
- Analyzed IVR files to assess their usage and determine whether they are impacting timely responses from our end.
- Analyzing pre-lock loan files to extract actionable insights, resulting in an 8% improvement in lock conversion rate.
- Consolidated over 150 Looker dashboards and looks into a centralized, reliable source of truth, reducing them to 30 to ensure ease of use and access for U.S. stakeholders.

Pristyn Care

Gurugram, Haryana

Sales & Marketing Manager

05/2019 - 09/2019

- Implemented lead generation strategies to stimulate the sales pipeline and facilitate business growth.
- Identified potential hospitals for future business opportunities.

Kent RO Systems

Indore, Madhya Pradesh

Management Trainee

01/2018 - 01/2019

- Regularly visited B2B clients to cultivate new opportunities and gather feedback for ongoing services.
- Identified and onboarded potential dealers to fortify business partnerships.

Urban Company

Gurugram, Haryana

Internship

05/2017 - 07/2017

- Interacting with customers and providing them with a real-time solution

Market Research Project	New Delhi, India
HS AD Agency	02/2017
- Conducted market research for new FMCG product - Performed viability check for product launch	
École de Management de Normandie	Caen, France
Global Study Program	10/2016
- Studied business practices in France - Learned about Supply Chain Management - Engaged in a Business Project - Worked on a Business Startup assignment	
IIMET	Jipur, Rajasthan
B. Tech – Electrical Engineering	2011 - 2015