

Mrs. Pratiksha Sonar M-Tech(VLSI & Embedded) BE(ENTC))

Nationality: Indian

Address: Shir Ram Colony, Near HDFC Bank, Pune, India

Phone number: +91 9730445586

Email address: pratiksha.sonar@gmail.com

Web: [linkedin.com/in/pratiksha-s-74a955100](https://www.linkedin.com/in/pratiksha-s-74a955100)

Salesforce URL: <https://www.salesforce.com/trailblazer/oqam39g6w98nwm3f08>



Work experience:

Oct 2023 – Aug 2024
Pune, India

Head of Business- Sales Enablers Pvt. Ltd, Pune

- Currently work in Sales Enablers as a Head of Business and operation (Currently work on **Zoho CRM**)
- Enhanced customer satisfaction with timely response to issues and proactive problem-solving measures.
- Built and strengthened relationships with industry partners to drive growth.
- Developed and implemented successful strategies for building company sales.
- Increased revenue by developing and implementing strategic sales initiatives.
- Participated in monthly training on latest technology trends and products in industry.

June 2024- Aug 2024
(freelancing)

Buisness Development Manager and Operation Head-Loudgrounds Event Management (Dubai)

- Managed and optimized sales processes using **Zoho CRM** to drive team efficiency and performance.
- Cultivated strong client relationships and partnerships, contributing to the company's growth.

Oct 2023-Apr 2024
(Freelancing)

Operations Head & Business Development Head- Hisales Pvt. Ltd., Mumbai

- Led operations and business development initiatives to drive sales and organizational growth.
- Ensured operational efficiency through process optimization and team collaboration.
- Utilized leadership and strategic planning skills to manage cross-functional teams and achieve targets

June 2021-Sept 2023

Sr. Business Development Executive and Product Manager- SKILLEDGE EduTech 4.O Pvt. Ltd., Pune

- Worked and managed **Lead square CRM** with a dashboards activity of team.
- Provided mentoring and guidance to junior development staff, fostering professional growth within the team.
- Launched new sales training programs to drive continuous profitability improvements.
- Completed and submitted monthly and yearly reports to support executive decision making.
- Researched product pricing, ratings and performance and created comparison spreadsheets to evaluate competitors.
- Conducted cold- calls to prospect external lead sources and advance sales process.
- Developed short-term and long-term sales objectives and strategic plans to meet market needs.

July 2019 – Jan 2020

Jr. BDE- Clariwell Global Services

- Enhanced customer satisfaction by promptly addressing concerns and providing accurate information.
- Clarified customer issues and determined root cause of problems to resolve product or service complaints.
- Handled escalated calls efficiently, finding satisfactory resolutions for both customers and the company alike.

July 2015- Mar 2019

- As a Lecturer (HOD) in Electronic & Tele-Communication Department in **Julalsing Mangtu College (Diploma), Chalisgaon. Dist- Jalgaon.**

Education:

2021	M-Tech(VLSI & Embedded System) from DBATU University, Lonere.,with distinction.
2015	BE (Electronics & Tele Communication Engg.),from NMU,Jalgaon with 66.28 (Distinction).
2011	H.S.C. (Science)-Maharashtra Board, Nasik, with 71.83 (First Class).
2009	S.S.C.- Maharashtra Board, Nasik, with 86.46 (Distinction).

Certifications:

Salesforce Platform Developer I (PD-I)

Projects included in the course:

Lead Management System

- Designed and implemented a lead tracking system using Salesforce CRM, improving lead conversion by 25%.
- Automated data entry processes using Flows and Einstein Copilot.

Custom Lightning Component Development

- Developed custom Lightning Web Components (LWC) for enhanced user interface functionality
- Integrated dashboards with real-time data for better executive insights.

Automated Reporting Dashboards

- Created detailed reporting dashboards for sales and marketing teams using Salesforce Reports.
- Reduced manual reporting time by 40%.
- Configured Salesforce objects, fields, and workflows for small businesses.
- Developed custom dashboards tailored to client needs.

Apex-Driven Workflow Enhancements

- Developed **custom Apex triggers** to automate order fulfillment tasks based on inventory levels.
- Created reusable **Apex classes** to handle business logic, improving code maintainability.

Workflow Management with Flow and Apex

- Utilized Screen Flows for user-friendly data input and integrated Approval Processes for lead escalations.

Technical Tools:

- Salesforce CRM, Zoho CRM, Lead Square CRM
- Git, Visual Studio Code, Salesforce CLI
- Data Analysis Tools: Excel, Salesforce CRM Dashboards
- AI Tools: Einstein Copilot, Agentforce

Skills:

-
- | | |
|--|---|
| <ul style="list-style-type: none">Convincing AbilityDedication towards work and punctualWillingness to take up new assignmentGood Coordination skillAbility in clarifying the doubtsPositive AttitudeProject ManagementBusiness DevelopmentDecision-Making | <ul style="list-style-type: none">Business AdministrationManaging OperationsCustomer Relationship ManagementTime ManagementTeam LeadershipSelf MotivationCustomer ServiceReliability |
|--|---|

Paper Published :

-
- IOT Based Monitoring and Control System for Home Automation Using Aurdino in International Journal of Innovations in Engineering and Science, Vol 4, No.10,2019.
 - Design and Development of Solar Mobile Charger with MPPT in International Journal of Innovations in Engineering and Science, Vol 4, No.10,2019.

Personal Information:

Date of Birth	:	05 th April 1993
Gender	:	Female
Nationality	:	Indian
Marital Status	:	Married
Language Known	:	English, Hindi, Marathi

Declaration:

I hereby declared that information furnished above is true to the best of my knowledge.

Place: Pune

Yours Sincerely,

Date: / /

(Mrs. Pratiksha Hareesh Sonar.)