

SUMMARY

Result-driven sales and marketing professional with a proven track record of exceeding KRA targets through dedicated effort. Currently seeking a challenging role that offers stability and opportunities for professional advancement.

KEY SKILLS

- Strong interpersonal skills, Story teller & complex negotiator, Resilience, Time management, Strategic planning, Listening & Objection handling, Proficient at client retention

WORK EXPERIENCE

Area Sales Manager

Nov '23 - Present

Casantro by Livspace

Pune, Maharashtra

Launching Livspace's B2B brand in West region mainly Tier-1 & Tier-2 cities

- Provided comprehensive insights on Casantro product portfolio to Architects & Interior designers, resulting in **increased new client acquisitions & revenue growth** for dealers, Onboarded 15 Dealers, 85 Affiliate partners and 8 Display Partners
- Strengthened customer base & bolstered brand recognition for the Casantro product through **strategic partnerships with industry experts & micro-influencers**, organizing impactful in-store events, & implementing engaging social media campaigns
- Surpassed revenue targets by 35% through **strategic alignment**, heightened trade engagement, & onboarding dealers from target segments like design studios & premium counters, implementing workshops & training programs, customized incentive schemes, & targeted marketing initiatives
- Utilized Tableau & Excel tools to analyze competitor strengths & weaknesses, conduct market analysis, & **identify new market opportunities within the premium dealer segment**

Assistant Sourcing Manager

Nov '21 - Oct '23

Livspace

Pune, Maharashtra

- Recruited & onboarded Livpreneurs nationwide for all Livspace products - Select, Vesta, & Reno+; achieved a **20% boost in sales** through social media outreach, influencer collaboration, & referral program implementation
- Guided a team of 4 executives in implementing **inbound marketing & outbound calls** to generate potential leads for potential partners, tracked using LeadSquared & CRM software
- Managed the Pune & Nashik LP program's city-level P&L, leveraging **Excel & ERP software** to drive a 12% revenue increase
- Delivered personalized one-on-one interactions & facilitated interactive webinars with **over 1000 Livpreneurs**, resulting in increased revenue from collaborations, improved Livpreneur performance metrics, & expanded network for future opportunities
- Develop the funnel of potential Livpreneurs to achieve the monthly targets of different cities (Onboarded 450+ Partners- PAN India)
- Collaborated with marketing & local business teams to coordinate city-level events, leveraging **social media platforms & email marketing tools**
- Successfully orchestrated the launch of Tier 2 markets in Nashik & Nagpur by collaborating with 150+ Livpreneurs, implementing strategic initiatives including events & activations, referral programs, digital marketing, & partnership outreach resulting in **increased sales revenue, expansion of customer base, & boosted brand awareness**

Business Development Manager

May '20 - Oct '21

OYO Hotels and Homes Pvt. Ltd.

Pune & Goa, Maharashtra

- Boosted revenue by 35% & expanded property portfolio by 450 units for OYO frontier businesses through **targeted marketing campaigns, data analytics tools, & industry partnerships** with real estate firms & hospitality chains to enhance offerings & elevate customer satisfaction scores
- Expanded OYO frontier businesses products into new markets like Shirdi & Mahabaleshwar, overseeing the successful launch of 160 rooms, resulting in an **18% revenue increase** & the capture of a new market segment through strategic partnerships with hotel chains, travel agencies, & targeted digital marketing initiatives
- Successfully introduced Belvilla, Europe's largest chain of premium vacation homes, to the Goa & Lonavla markets, driving increased market share & demand for premium homes through **strategic partnerships with local agencies** & impactful digital marketing campaigns using Google Ads, Social Media, & Email Marketing
- Winning back old churned properties by renegotiating terms post covid (Won back 90% properties for Pune Hub and then moved to Goa Hub for win back work)
- Focusing on EBITDA for the assigned properties (Maintained 25% CM for all the assigned properties)
- Appointed 5 master franchises within 2 months for the **GOA market** by utilizing networking, partnership building, cold calling, & market analysis strategies
- Maximized revenue by implementing **dynamic pricing & value-based pricing strategies** based on competitors analysis & demand forecasting of market trends
- Empowered a team of 2 interns to generate over **100+ leads** for OTH, Collection O, & Belvilla in the GOA market by utilizing CRM software, social media platforms, & email marketing tools

Area Supply Manager

May '19 - Apr '20

OYO Hotels and Homes Pvt. Ltd.

Pune, Maharashtra

- Launched OYO homes in Pune & Lonavla market, bringing 315 rooms live through **strategic market analysis**, partnership agreements, & targeted digital marketing initiatives
- Conducted market reconnaissance in the local market to identify & generate **over 150 leads** for designed homes
- Facilitated the planning & design of homes by collaborating with local sources including **builders, agents, brokers, & homeowners**
- Enhanced operational efficiency & communication channels between Sales & Marketing teams through **cross-functional collaboration**, leveraging CRM software & project management tools
- Directed a team of 2 interns in expanding the brokers network through **outreach campaigns, cold calling, & participation in networking events**, supported by CRM & Excel tools
- Nurtured partner relationships to reduce churn rate by 20% through consistent check-ins & **personalized communication strategies**

Business Development Manager	Dec '17 - Apr '19
Om Logistics Ltd	Hyderabad, Maharashtra
<ul style="list-style-type: none">Joined new customers and increased revenue of OM Logistics, Hyderabad hub by 14.78% in the financial year 2018-2019Analyzed new markets, growth areas, customer trends, products, & services using SWOT analysis techniques to uncover new business opportunities, resulting in an 8% increase in revenue, new customer acquisition, & market expansionDrove a 15% increase in customer retention rate by identifying new sales leads & cultivating strong relationships with existing customers, while consistently generating 20 new leads monthly using CRM software & Lead generation toolsCrafted captivating PowerPoint presentations & dynamic sales displays using PowerPoint software, integrating data insights to drive heightened client engagement, boost product understanding, & elevate sales visibilityNegotiated contracts via CRM systems & Excel utilizing email, phone, & in-person meetings, securing key clients & diversifying contract types to boost profit margins by 12%	

EDUCATION

Sales & Marketing, PGDM	May '17 - May '18
BIMHRD, Sri Balaji University	Pune, Maharashtra
AICTE- Marks 68%	
Mechanical, Bachelor of Engineering / Bachelor of Technology	May '12 - May '16
JSPM's Icoer	Pune, Maharashtra
Pune University- Marks 72%	
Mechanical, Diploma	May '10 - May '13
K.B.P. Polytechnic	Kopargaon, Maharashtra
MSBTE- Marks 80%	
High School	Mar '06 - Mar '10
New English School	Kopargaon, Maharashtra
Maharashtra State Board- Marks 91%	

Languages

Marathi, Hindi & English

Personal Interests

Travelling & Exploring new places, Playing cricket & Listening to music

Computer Proficiency

Advanced Excel, Power BI, Tableau & MS Office