

**Career Objective**  
I am a highly motivated and dedicated individual with strong communication and interpersonal skills. I desire to make a promising career by way of self-development and contributing to the progress of the organization. I have a passion for marketing and entrepreneurship. I believe in challenges and constant learning.

**Education**

**Bachelor of Science  
Hospitality Services**  
2016 – 2019  
D.Y.Patil University,  
Mumbai

**Higher Secondary  
Education**  
2016  
Rajeev Gandhi College

**Secondary Education**  
2014  
Modern High School

**Language**

- English
- Hindi
- Marathi

**Interests**

- Badminton
- Cricket
- Cooking

**Certifications and  
Courses**

- Certified Professional  
Make-up Artist

**KAJOL PRAJAPATI**

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**Work Experience**

**Viztar International** (20/01/2020 - 21/09/2020)  
*Process Associate*

- Worked as a process Associate for Future Generalii Indialife insurance company. Tracked competitors' insurance offerings and used for comparison during sales calls.
- **Achieved Sales Targets:** Consistently met or exceeded monthly sales targets by effectively presenting insurance products, understanding customer needs, and providing tailored solutions.
- **Lead Generation:** Demonstrated proficiency in lead generation techniques, resulting in a substantial increase in the number of qualified leads and potential customers contacted.
- **Objection Handling:** Successfully addressed customer objections and concerns regarding insurance policies, converting hesitant prospects into satisfied clients.
- **Customer Relationship Management:** Utilized CRM software to manage customer interactions, track leads, and maintain accurate records of communication and follow-ups.
- **Call Efficiency:** Optimized call handling techniques to maximize productivity and efficiency, resulting in an increase in the number of calls made per day.
- **Cross-Selling and Upselling:** Identified opportunities to cross-sell or upsell additional insurance products to existing customers, contributing to revenue growth and customer retention.
- **Training and Mentoring:** Assisted new tele callers in understanding insurance products and sales techniques, providing guidance and support during onboarding.
- **Compliance and Ethics:** Demonstrated a commitment to ethical sales practices and compliance with industry regulations, ensuring customer trust and company reputation.
- **Customer Service Excellence:** Delivered exceptional customer service by actively listening to customer needs, resolving inquiries, and providing accurate information about insurance policies.
- **Team Collaboration:** Collaborated with the sales and marketing teams to share insights, optimize lead generation strategies, and coordinate follow-up efforts.

**Smartshift logistics Pvt Ltd** (13/03/2021 - 15/05/2023)  
*Business Executive*

- Worked in PORTER packers and movers - inside sales. Communicated sales promotions to customers to grow average customer account size by 10%.
- **Lead Generation and Follow-up:** Generated and qualified leads for packers & movers services through outbound calls and online inquiries. Conducted follow-up calls with potential customers to provide quotes, answer queries, and secure bookings.
- **Customer Relationship Management:** Managed a database of potential and existing customers using CRM software. Maintained accurate records of customer interactions, preferences, and feedback.
- **Sales Conversion and Revenue Growth:** Demonstrated persuasive communication skills to convert leads into confirmed bookings. Achieved a high conversion rate of 30%, contributing to a 20% increase in monthly revenue.
- **Handling Customer Inquiries and Complaints:** Addressed customer inquiries regarding packers & movers services, pricing, and logistics. Resolved customer complaints promptly and effectively, ensuring customer satisfaction.
- **Cross-Selling Services:** Identified opportunities to cross-sell additional services such as packing materials, storage solutions, and insurance coverage. Increased cross-selling revenue by 15% through effective communication and upselling techniques.
- **Coordination with Operations Team:** Collaborated with the operations team to schedule and manage moving appointments. Ensured seamless coordination between customers and field staff, resulting in on-time service delivery.
- **Process Improvement Initiatives:** Contributed ideas and suggestions to improve the efficiency of the tele calling process. Implemented call scripts and rebuttals that resulted in a 10% reduction in call duration and increased customer engagement.
- **Upskilling and Training:** Participated in training sessions to enhance product knowledge and sales skills. Mentored new tele caller agents, resulting in faster onboarding and improved performance.
- **Feedback Collection and Analysis:** Conducted customer feedback surveys to understand areas of improvement and service satisfaction. Analyzed feedback data and shared insights with the management team for service enhancement.
- **Achievement Awards and Recognition:** Received "Top Performer of the Quarter" award for exceeding monthly sales targets consistently. Recognized for outstanding customer feedback and positive reviews on multiple occasions.

- **General** - Through my participation in internships, part time work, and full-time employment, I have honed my skills in project management, communication, and critical thinking. These experiences have been instrumental in shaping my ability to manage complex projects, effectively communicate with team members and stakeholders, and think critically in high-pressure situations.

- **Good communication skills** - Excellent verbal and written communication abilities, fostering effective collaboration and understanding.
- **Quick adaptability** - Demonstrated capacity to swiftly adapt to new environments, technologies, and responsibilities.
- **Accountable** - Strong sense of accountability, consistently delivering high-quality work and meeting deadlines.
- **Creative problem solver** - Innovative thinker with a track record of finding unique solutions to complex challenges.
- **Project management** - Proficient in successfully planning, organizing, and executing projects from initiation to completion.
- **Prioritization** - Exceptional ability to prioritize tasks and manage time effectively, optimizing productivity and achieving objectives.
- **MS Excel, Power Point, Word, OneNote**
- **Customer service** - Maintaining constant communication with clients to mentor, guide and advice.
- **Teamwork** - Collaborating with colleagues in design, technical and sales teams to maintain a seamless 360-degree service for customers.

**Graphy by Unacademy** (16/05/2023 - 21/06/2023)  
*Sales development representative*

- **Lead Generation and Qualification:** Conducted outbound prospecting calls to potential learners interested in creative courses on the graphy platform. Qualified leads based on their interests, learning objectives, and budget considerations.
- **Course Consultation:** Acted as a subject matter expert, providing consultation to potential learners about the graphy platform's courses. Guided learners through course offerings, instructors' expertise, and learning outcomes.
- **Sales Campaigns and Outreach:** Executed targeted email and calling campaigns to engage potential learners and promote graphy platform courses. Utilized personalized messaging to showcase the value of the platform's creative content.
- **CRM and Pipeline Management:** Maintained accurate and up-to-date learner data in the CRM system, ensuring efficient lead tracking and follow-up. Managed the sales pipeline, tracking leads from initial contact to course enrollment.
- **Sales Collateral Development:** Collaborated with the marketing team to create persuasive sales collateral, including course brochures and learning materials. Utilized these materials during prospecting calls to effectively communicate the value proposition of graphy courses.
- **Market Research and Competitor Analysis:** Conducted research on the online learning and creative education market. Identified competitor offerings and used insights to position graphy platform as a unique learning destination.
- **Customer Relationship Management:** Built and nurtured strong relationships with potential learners and existing platform users. Conducted regular follow-ups and engagement activities to foster interest and loyalty.
- **Data Analysis and Reporting:** Analyzed call and email performance metrics to identify trends and optimize outreach strategies. Prepared weekly reports on lead generation activities, conversion rates, and learner preferences.
- **Collaboration with Sales Team and Instructors:** Worked closely with the sales team to hand off qualified leads for course enrollment. Collaborated with instructors to gather feedback from learners and improve course offerings.
- **Upskilling and Training:** Participated in training sessions to deepen product knowledge and enhance sales skills. Stayed updated on the latest trends and developments in the creative education industry.

## Internship

*Jay Precision Product India PVT. LTD (6 Months)*  
**Team Lead – Nerf Guns**

- Oversaw the production of toy blasters, including Nerf guns, adhering to safety and quality standards.
- Managed a team of 15-20 production workers, ensuring smooth workflow and timely completion of orders.
- Implemented process improvements that led to a 45% increase in production efficiency and reduced waste.
- Conducted regular inspections to maintain product quality and resolve any manufacturing issues.