

Career Objective

- Motivated BBA graduate specializing in sales, marketing, and financial education, aiming to apply analytical and communication skills to enhance customer engagement, brand awareness, and revenue growth in dynamic business environments.

Education

Bachelor of Business Administration (BBA)

Savitribai Phule Pune University

2023 – 2024

SY: 78%, FY: 54.43%

H.S.C & S.S.C

Savitribai Phule Pune University

2018 – 2020

H.S.C: 62%, S.S.C: 44%

Experience

Marketing & Teaching – Stock Market Education (Part-time)

Pharos Fintech and Investment, Kopargaon, Maharashtra

Dec 2024 – Dec 2025

- Conduct beginner-level sessions on stock market fundamentals and investment basics for new learners.
- Simplify financial concepts through real-world case studies, boosting learning engagement and retention.
- Developed easy-to-understand training content that improved learner satisfaction by 30%.

Credit Card Sales Executive – RBL Bank

RuralShores Business Services Pvt. Ltd, Kopargaon

Feb 2021 – Dec 2024

- Promote and explain RBL credit card features to prospective customers, ensuring 100% policy compliance.
- Achieved a 25% increase in approvals by refining sales pitch and targeting qualified leads.
- Enhanced negotiation and persuasion skills through daily customer interactions and upselling.

Sales Associate – Finance and Loans

Bajaj Finance, Kopargaon, Maharashtra

Jan 2020 – Oct 2021

- Engaged customers and promoted financial products including loans and insurance packages.
- Consistently met or exceeded monthly sales targets, maintaining a 90% customer satisfaction rate.
- Built and nurtured long-term client relationships leading to repeat business and strong referrals.

Projects

Brand Awareness Study: Tata Motors EV Segment

Sales & Marketing Research

2024

- Surveyed 100+ participants to analyze EV brand awareness and customer perception of Tata Motors.
- Identified 3 key purchase drivers and proposed targeted marketing strategies for better brand reach.

Customer Buying Behavior Study: TVS Motors

Consumer Research

2023

- Analyzed responses from 120+ customers; recommended marketing communication strategies to increase brand retention by 10–15%.

Skills

Sales & Marketing: Lead generation, client acquisition, negotiation, promotional strategy.

Financial Education: Stock market training, investment awareness, mentoring.

Market Research: Data collection, survey analysis, consumer insights.

Digital: Social media marketing, SEO basics, campaign design.

Communication: Customer engagement, presentation, teamwork.

Creative Tools: Poster design, video editing, content writing.

Languages: English, Hindi, Marathi.

Declaration

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

(Pankaj D. Kakade)