

## **Vidya Doolam**

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**Address:** Mahadevpuram, KPHB, Hyderabad

**Languages:** English, Telugu, Hindi | **Nationality:** Indian

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### **Objective:**

Seeking assignments in customer service with an organization of highly reputed industry.

### **Summary:**

Dedicated and results-oriented CRM Manager with over 10 years 8 months of experience in the real estate industry. Proven track record of implementing and managing customer relationship management (CRM) systems to enhance client satisfaction, increase operational efficiency, and drive revenue growth. Skilled in developing tailored CRM strategies, overseeing database management, and leading cross-functional teams. Adept at analysing market trends and customer data to inform strategic decision-making. Known for fostering strong client relationships and delivering exceptional service.

### **Professional Experience:**

#### **Sr. Manager-CRM**

**Primark Developers**

*October 2023 - Present*

#### **Manager CRM**

**Preston Developers**

*December 2021 - January 2023*

#### **Deputy Manager CRM**

**Alliance Inn India Pvt. Ltd.**

*September 2020 - December 2021*

#### **Asst. Manager CRM**

**Jain Housing & Constructions Ltd.**

*May 2016 - August 2020*

#### **Sr. Executive CRM**

**Getit Info Services Pltd (Askme.com)**

*April 2015 - April 2016*

#### **Sr. Executive CRM**

**Sulekha.Com new media pvt ltd, Hyderabad**

*November 2012 - March 2015*

### **Education:**

B.Tech (E.E.E) from JNTU, Khammam, 2012

### **Functional Skills:**

- Attending weekly management meetings and represent team targets and my achievements for the week.
- Verifying the MOU's of handing overs and approving the refunds.
- Coordinating with the Bankers/ Bank advocates for Project APF's.
- Follow up with team & bankers to Push customers for loan sanctions/disbursements.
- Follow up with bankers for Demand drafts and urging them to complete the handover of demand Draft on time for on time collection.
- Coordinating with the customers for the TDS.
- Attending the monthly meetings with the landowners to smoothen the process of handovers.
- Setting the targets of agreements, loans processings, payment collection and registration ect..
- Motivating/Helping the team to complete Agreements on time for timely collection of payment.
- Coordinating with other departments and get the details required on weekly Basis.
- Handling the clients if any escalated/unresolved issues till handing over.
- Checking the CRM software for daily update of bookings and payments & agreements.
- Reporting on Daily, Weekly, Monthly basis to the management on the Targets of Agreement execution, Liens from Funded banks, collection, registration of the sale Agreements, etc.,
- Sending the daily MIS reports to the managements on the targets.

### **Personal Strengths:**

- Positive attitude, creative thinking, good listener, quick learner.
- Self-motivated, confident, handle pressure and change with ease.
- Strong communication and interpersonal skills.

### **Achievements:**

- Received best CRM award 15 times in Sulekha.com.
- Ranked 5th in the organization for the years 2012-2013 & 2013-2014.
- Received best CRM award in Jain Housing & Constructions ltd for 3 continuous years.

### **Personal Details:**

- **Date of Birth:** 30th August 1991
- **Marital Status:** Married

### **Declaration:**

I hereby agree that the information stated above is true to the best of my knowledge and if any discrepancies found, I could be contacted directly on my given contact details.

### **Date:**

**Place:** Hyderabad

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