

Prateek Sharma

PRESALES ENGINEER

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PROFESSIONAL EXPERIENCE

Zelarsoft

Jul 2023 - Oct 2024

Presales Engineer

- Spearheaded Kong API Gateway partner initiatives.
 - Developed** a comprehensive playbook from lead generation to presales and **GTM strategy** that improved the **revenue growth** by **20%**.
 - Finalized the Ideal Customer Profile (ICP) through **market and user research**, resulting in **200+ qualified leads**.
 - Independently **designed** a **landing page**, and created **SOWs** and **RFPs** for the Kong API Gateway.
- Optimized company website, designed **12+ lead nurturing pages** with WordPress and enhanced UI and SEO, increasing **engagement by 40%**.
- Led the implementation of Odoo ERP for 100 users, **saving** over **50 hours** per week in manual processes.
 - Setup marketing automation improving **efficiency** by **25%**.

Dell Technologies

Jan 2022 - Jul 2022

Associate Sales Engineer Analyst

- Developed **Best-fit solutions** from Dell's server portfolio based on client requirements.
 - Prepared customer quotes, help desk documents and rack elevations
 - Achieved** the "Inspire Award" as the only intern, recognized for maintaining a **99% QA** across live cases
 - Earned** a place in the **Hall of Fame** by winning the DTA Pitch Award.

DRDO

Jun 2021 - Jul 2021

Student Intern

- Made a Portal to save test data on local host.
- Technologies used XAMPP, HTML,CSS, JS,PHP and MySQL.

PROJECTS

PawSmart

- A tech-driven solution for pet owners, developed through comprehensive **user research**, JTBD analysis.
 - Created **user personas**, **PRD**, and **wireframes**; designed and **prototyped** the final product in Figma.
 - Formulated a go-to-market **strategy**, **pricing**, and **growth** model for the app.

E-commerce Website (02/2021 - 06/2021)

- Made a fully functional E-commerce website for my minor project using HTML, CSS, Php and SQL

Xplicit Gaming India (Aug 2020 - Jan 2021)

- Founded an esports platform, designed **branding**, managed social media, and **secured 20+ registrations**, including top international teams.

KEY COMPETENCIES

Market Research & Analysis	Report writing and presenting	Customer Feedback & User Testing
Stakeholder Management	Project Management Tools	Problem Solving & Critical Thinking
Wireframing & Prototyping	Cross-Functional Collaboration	API Management

EDUCATION

Professional Certificate in Product Management

IIT Roorkee
(Mar 2024 - Oct 2024)

BTech in Information Technology

Manipal University Jaipur
(Aug 2018 - Jun 2022)

CERTIFICATIONS

Information,storage and management

Issued by Dell Technologies

Databases and SQL for data science

Issued by Coursera