

## **PREETI SONI**

E-4/341, Arera Colony, Bhopal, Madhya Pradesh, India – 462016

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### **Profile**

- Trusted professional recognized for business development and developing HR practices with extensive experience across different industries
- Result oriented and decisive professional with proven ability in effectively handling client relations and supervising and managing a team
- Responsible for framing the expatriate HR policies for Volvo Eicher Commercial Vehicles Ltd., India wherein acted as the point of contact between organization and expatriates, mostly from Sweden

### **Skills & Achievements**

- Business development, Communication, Strategy, Managing human resources, Creativity, Client servicing, Leadership, Fashion designing

### **Work Experience**

#### **1. March 2012 – March 2014 : Regal Homes, Bhopal**

Designation: **Manager – Business Development & Executive – Human Resources**

##### Job Profile / Main Duties:

- Initiate sales and marketing activities, including phone calls, e-mails, online postings and face-to-face meetings, designed to identify and engage prospective new customers
- Responsible for increased sale of property from 72 units in 2013 to 128 units in 2014, a rise of 77.7% in sales compared to previous year
- Consult with clients to determine what kinds of properties they are seeking; Offer lists of properties that meet the buyers' needs and financial resources;
- Endorse sales of properties through advertising, open houses, participation, and networking in multiple listing services
- Proactively initiate and engage in sales calls to new prospects
- Work with the Managing Director and advertising agencies on preparing necessary advertising materials and marketing tools
- Maintain employee records
- Maintain and update time keeping record of employees
- Source and screen profiles of candidates, interview, issue appointment letters, increment letters, warnings, termination and relieving letters

2. April 2009 – May 2010 : **LOSAM International, Delhi**  
Designation: **Admissions Manager**

Job Profile/Major Duties:

- Initial screening of applications of the candidates
- Checking fee status, deposits and funding of the candidates
- Decision making on the applications and procedures of selection
- Decision processing and communication with applicants
- Internal communication and reporting
- Consistency checks on student's background
- Responsible to ensure that all activities are performed as per the guidelines and policies set by the organization

3. May 2008 – February 2009 : **AHA Airhostess Academy Pvt. Ltd., Bhopal**  
Designation: **Orientator**

Job Profile/Major Duties:

- Counseling new and old clients via personal and phone interviews
- Preparing presentation regarding the academy's marketing values
- Co-ordination with other business partners to improve collaboration
- Documentation/ data collection and entry
- Maintaining data base for follow up and review
- Outreaching resources to increase benefits via surveys/events/meetings
- Supervising at least 2 staff members to assist in proper facilitation of workflow
- Sales increased to 6.3% over 3 months

4. May 2005 – April 2008 : **VDIEC- VISHAL DIXIT INTERNATIONAL EDUCATION CENTER**  
Designation: **Sr. Counselor & Admin Officer**

Job Profile/ Major Duties:

- Managing the Human Resource Dept. (HRD)
- Supervising other staff members to facilitate agency's goal
- Maintaining Visa/ immigration files & documentation
- Preparing & delivering presentations related to marketing and sales
- Directing after the overall office administration
- Co-ordination with various educational institutions to increase participation

### **Educational Qualifications**

- **2010-11 : Masters of Business Administration**  
Leeds Metropolitan University, Leeds, UK  
**Majors:** *International Environment of Business, Consumer Behaviour*

- **1998 – 2000 : Masters in Commerce**  
Sarojini Naidu Govt. PG (Autonomous) College  
*Majors: Management*
- **1995 – 1998 : Bachelor of Commerce**  
Sarojini Naidu Govt. PG (Autonomous) College  
*Majors: Taxation*

### **Projects and Workshops**

- Undertook Consultancy Project at Volvo Eicher Commercial Vehicles India Ltd., Indore for 3 months where had to advice and devise strategy for framing the Expatriate Policies of the Company
- Participated in work undertaken on behalf of Leeds City Council City Centre Management, Leeds, UK investigating shopper perceptions towards Leeds City Centre access.
- Represented my college in National Business Olympiad in Bhopal conducted by IIM Ahmedabad

### **Personal Information**

**Date of Birth :** 1<sup>st</sup> September, 1976

**Nationality :** Indian

### **References**

Available on request.