**KUNAL SONI**

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**Business  Development &  Marketing professional**  with  the  ability  to  drive

business through aggressive initiatives and creative  ideas  that  deliver  market  penetration,

increased market share and revenue growth. Having strong aptitude to plan and implement

business ideas, marketing functions and sales to support the organizational growth.

**PROFESSIONAL EXPERIENCE:**

**YSCart Technologies Pvt Ltd : Strategic Alliance (Bengaluru)** **Oct’15 to current**

**Key Responsibilities:**

 Develop & Maintain Strategic Alliance for mutual interest.

 Develop Road map strategies for demand generation across India and maximum visibility.

 Handle end to end activities in a start-up ecosystem related with Operations & Marketing

 Develop wallet and Digital Marketing Platform at zero cost for demand generation.

**Knowlarity communications Pvt Ltd. : Assistant Manag (M.P) May 2015 to Oct’15**

**Key Responsibilities:**

 Develop new channel Partners  and  build  business  relationships  with  key  decision

makers.

 Proper Trainning and Life cycle management of Existing and New channel Partners.

 Work along with the solutions team in understanding and building key Enterprise

solutions for customized customer requirements.

 Drive Business through Channel Partners and Handle Service/Financial Issues.

 Develop innovative Solutions for Clients onto voice communication Platform.

**Business Startup Concept : Data Center Project, Indore**  **July 2014 to Feb’15**

**Key Responsibilities:**

 Aquire new enterprise  customers  and  build  business  relationships  with  key  decision

Makers.

 Build  business  opportunities  through  complete  mapping  of  the   customer’s requirements

Through STP.

 Worked on DDOS Solution Concept in India Data Center with Normal Service Hosting

Services for Gaming Industry, E-commerce, Startups etc.

**One World TeleServices Pvt Ltd. : Assistant Manager(Enterprise),DelhiNCR** **Jan 2014 to July’14**

**Key Responsibilities:**

 Aquire new enterprise  customers  and  build  business  relationships  with  key  decision

makers.

 Build  business  opportunities  through  complete  mapping  of  the   customer’s

requirements, growth plans.

 Work along with the solutions team in understanding and building key telecom

solutions for customized customer requirements.

 Manage Service related issues and ensure best class services.

**TATA Teleservices Limited: Service Account Manager, Mumbai** **Jun 2012 to Aug’2013**

**Key Responsibilities:**

 Meet  enterprise  customers  and  build  business  relationships  with  key  decision

makers.

 Build   business  opportunities  through  complete  mapping  of  the   customer’s

requirements, growth plans.

 Building  marketing  strategies to ensure repeat  business from existing

customers.

 Ensuring the revenue growth in the existing customers through various activities

for the revenue realization and growth.

 Work along with the solutions team in understanding and building key telecom

solutions for customized customer requirements.

 Work alongside cross-functional teams to ensure best  in class services for the

accounts.

 Managing the entire lifecycle of the customers.

**Achievements:**

 **Call Centre Set-up for End to End Lead Generation Activity- Caretel.**

** Events & Exhibition Participated Like Indian Global Summit on MSME Business.**

**EDUCATION:**

**2010-2012 PGDM** from Sri Balaji Society, Pune(Maharashtra)

  Majors: Telecom Management.

  College: Balaji Institute of Telecom & Management, Pune.

  Aggregate Score: 67.5%

**2006-2010 Bachelors of Engineering** from R.G.P.V University, Bhopal.

  Major: Information Technology.

  College: Truba College of Engineering & Technology, Indore.

  Aggregate Score: 69.2%

**2005-2006 HSC (PCM)** from CBSE Board, Indore.

  Majors: Physics, Chemistry, Mathematics. (PCM).

  School: South Indian Cultural Association, Indore.

  Aggregate Score: 63%

**2003-2004 SSC** from CBSE Board, Indore

  School: South Indian Cultural Association, Indore.

  Aggregate Score: 71.2%

**CORE SOFT SKILL COMPETENCIES:**

    Business Model Development, Leadership & Presentations skills, Personal Leadership, Team Building etc

**TECHNICAL SKILLS:**

   Clear  Understanding  of  telecom  solutions  both  wireless  and  wired  line  solutions

(GSM/CDMA, Voice, Data, ILL, VPN, MPLS, CDN, Wi-Fi, Managed Services Voice,cloud server).

   Dedicate Server, Colocation, Managed Services,Enterpris Data services, C-panel, WHM.

   Microsoft Word, Power Point, Excel, Outlook.

**ACADEMIC AND CO-CURRICULAR ACCOMPLISHMENTS:**

* + - Secured Consolation Prize in Drawing Competition at State Level. (Save Water)
    - Secured Runner Up Position in Soft Ball at District Level.
    - Played cricket for local club at district level.
    - College Brochure Presentation to Corporate in Mumbai Sept 2010.
    - College Brochure Presentation to Corporate in Mumbai Oct 2011.
    - Attended & Participated in Marketing Congress in BITM.
    - Organized events and cultural programs in College.

**PERSONAL DETAILS:**

Date of Birth: 25th Nov. 1988

Hobbies & Interest: Playing Cricket, Watching Movies, Internet Surfing etc.

Languages Known: English, Hindi.

**REFERENCES:** References will be provided on request.