**ARUN PRAKASH**

**PGDM (Marketing)**

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***Career Objective***

I look forward to a career that provides me an opportunity to continuously improve my knowledge and personality in a challenging work atmosphere, particularly in the sales &marketing profile of a growth-oriented Real Estate company. In the long run, I would like to grow to a leadership position in the profile of my choice, within the organization I would be working with.

**Professional Experience**

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| ***Genesis Infratech Pvt Ltd Asst Manager\_ Marketing & Sales Aug’13-Till Date***   * Real Estate Investment Advisory: advising clients’ projects to match their budgets and investment portfolio's. * Direct sales through leads generated by promotional channels. * Acquiring new channel partners and real estate dealers. * Account Manager for a few existing channel partner of the company and also responsible for induction and training of new channel partners. * Tracking activities of competitor in region. * Appointing and coordinating with channel partners for marketing the projects. * Participate & conduct marketing campaigns. * Converting internal CRM lead bank prospects into buyer.   ***Valion Realty Pvt Ltd Asst. Manager \_Investment Consulting & Sales Sep’12 – Aug’13***   * Acquiring new HNI Clients. * Real Estate Investment Advisory: advising clients projects to match their budgets and investment portfolio's * Direct sales through leads generated by promotional channels * Tracking activities of competitors in the region * Identifying & pursuing business opportunities through market surveys as well as lead generations * Establishing and maintaining relationships with key HNI Clients * Generating leads by organizing events at suitable places * Work on P.R.E.F.O(Private Real Estate Family Office) * Close business through direct sales. * Converting internal CRM lead bank prospects into buyers.   ***NetAmbit Homewise Senior Property Advisor \_Residential Sales june’11- Aug’12***   * Taking care of residential projects of almost all the major builders in Gurgaon. * Schedule meetings with new clients and presents them details about the ongoing and completed projects. * Developed and implemented marketing strategies for the organization. * Taken part in the events organized by the company at various places like Pragati Maidan and generated good number of potential leads * Done detailed study of Gurgaon market and its potential, so that I could provide genuine consultancy to all the prospects * Coordinating with various builders for timely information on on-going as well as upcoming projects. |

***Academic Qualification***

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| **Year** | **Institution** | **Degree** | **Percentage** |
| 2011 | Integrated Institute in Learning and Management (‘IILM’) | PGDM (Marketing) | 60% |
| 2009 | St. Johns College (Dr. B.R.A University Agra) | B.Sc. | 54% |
| 2005 | R.E.I Inter College Agra | U.P Board (Class XII) | 59% |
| 2003 | Maharaja Agrasen Inter College Agra | U.P Board (Class X) | 48% |

***Summer Internship***

Organization : J.K Tyres Ltd

Project Title : Marketing Research on Small Car Tyre Segment

Duration : Two months (May - June 2010)

***Additional Qualification***

Proficiency in MS Office, Windows XP, Vista 7 and Internet

***Key Skills and Abilities***

* Highly motivated to carry out allocated tasks efficiently and effectively, with successful completion and learning being focal points;
* Strong focus on time bound delivery with quality output;
* Ability to handle work pressure and multiple tasks;
* Imperative skill set to work within and as a part of a team for achievement of common objective(s) and managing people well;
* Computer proficiency – Working knowledge of Microsoft Word, Power Point, Excel etc;
* Ability to convince people and hence achieving the desired results;

***Key Achievements***

**Academic**

* Have won 2nd Prize in Science Exhibition in class (B.Sc, Part III)-2008
* Have won 2nd Prize in Science Exhibition in class (B.Sc, Part I)-2006
* 3rd Rank holder in college (PGDM, 2nd semester)-2009

**Non – Academic**

* Played Tug of War as a part of the organizing committee of ‘I-Fest’ – IILM Fest (2010);
* Participated in various competitions (Debates, Marketing Seminar etc) at College level and was awarded several certificates for the same

**Key Achievements at Valion Realty Pvt Ltd**

* Got recognition for earning revenue of Rs 11.5 lakh, for the company, against the target of Rs 1.6 lakh
* Got rewarded a Blackberry Mobile on Successful on Monthly Target
* I had been rewarded for achieving maximum revenue, in single booking, for the company

**Miscellaneous Information**

Date of Birth : 13 July 1988

Address : 11C/299 Siddhartha Nagar Naraich Agra - 6

Marital Status : Single

Nationality : Indian

Linguistic Proficiency : Hindi and English

**Date (Arun Prakash)**