

Apurwa Pragati

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I am a results-driven professional with expertise in sales, client acquisition, and business development, skilled at exceeding targets and optimizing processes. My diverse experience enables me to contribute effectively across various business functions. Organized and dependable, I excel at managing multiple priorities with a positive attitude and have a willingness to take on added responsibilities to meet team goals.

Professional Experience

05/2023 – 07/2023
New Delhi

Sales and Marketing Intern., *Ageas Federal Life Insurance Co Ltd.*

- Achieved and exceeded sales targets by independently acquiring new clients.
- Communicated product benefits effectively and handled objections adeptly.
- Contributed to company success by consistently meeting and surpassing sales goals.

03/2024 – 10/2024
Noida, Uttar Pradesh

Career Counsellor, *UNIVO Education Pvt. Ltd. (Amity University Noida)*

- Independently managed the entire sales process for UG & PG courses, including calling, counseling, pitching, follow-ups, and completing admissions.
- Assessed students' abilities and interests to provide tailored educational guidance.
- Conducted research on prospective clients and identified potential leads.
- Developed and maintained strong client relationships, ensuring high satisfaction and retention.
- Consistently exceeded sales targets, earning multiple certificates for outstanding performance.

Skills

Interpersonal and Communication Skills • Collaboration and Teamwork • Problem-Solving Skills • Microsoft Office Proficiency • Market Research & Analysis • Project Management • Strategic Planning

Education

2022 – 2024

Post Graduate Diploma in Management,

G.L. Bajaj Institute of Management & Research, Greater Noida, Uttar Pradesh

2017 – 2020

Bachelor of Science (Honours), *Magadh University, Gaya, Bihar*

2015 – 2017

Higher Secondary Certificate, *BSEB, Mahila College, Warisaliganj, Bihar*

2014 – 2015

Secondary School Certificate, *CBSE, Jeevan Jyoti Public School, Nawada, Bihar*

Certificates

- Selling Skills, 2023, ProwisdomGrowth
- Content Marketing, 2023, HubSpot Academy
- Time and Mind Management, 2022, LyfeMagic
- Introduction to ESG, 2022, CFI

Projects

"PIDILITE" Project,

Conducted extensive research, including SWOT and PESTEL analysis at GLBIMR 2022-2023.

SIP Report, *Analysis of Customer Acquisition Strategies in the Life Insurance Industry at GLBIMR 2023.*

Languages

Hindi

English

Maghi