



## SUMMARY

High energy, passionate Marketing professional experience supporting marketing projects, Identifies and develops new revenue streams for clients through on-site promotions, innovative marketing strategies, Executes customized product & Services for each client through market research, Fast learner, detail-focused, highly motivated, and passionate individual, exceptional problem solving, communication, and rapport-building skills to ensure client satisfaction.

## EDUCATION

### Savitri Bai Phule Pune University

Master's Degree in Business Administration (MBA)  
2020 - 2022

### Usha Martin University

Bachelor's Degree in Business Administration (BBA)  
2017 - 2020

## SKILLS

- Lead Generation.
- Lead Qualification.
- Exceptional communication and interpersonal skills
- Ability to work independently and as part of a team
- Detail-oriented and able to handle multiple tasks simultaneously
- Database Generation.
- Building Customer Relationship.

## CERTIFICATIONS

- Advanced Excel Workshop
- Business Analytics-04 March 2021 - Apr 2021

## PROFESSIONAL EXPERIENCE

### Lead Generation Executive

ProspiT Marketing Pvt Ltd. | April 2024 – Sept 2024

- Develop and execute lead generation strategies to drive sales.
- Identify potential clients through various online and offline channels.
- Collaborate with sales teams to cultivate leads through the sales funnel.
- Analyze and report on lead generations metrics and conversion rates.
- Maintain a database of leads and track interactions.

### Marketing Trainee

HDFC BANK | Jan 2023 - Jan 2024

- Acquisition of New Preferred customers.
- Cultivate and leverage long-term relationships with SMEs.
- Selling Services & Solution sales Enablement.
- Supporting account executives with new meetings, events, campaigns, Outbound reach outs.
- Sales across all product segments like: Assets, Cards etc.

### Internship

Tradebulls Securities | 2 Months

- Learn Basic of Capital Market.
- Prepared and distributed reports, presentations, and other materials.
- Basics of Demat Account.
- Study of ROI.

### Languages

- English
- Hindi