

Arti Devi

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EXPERIENCE

WIZKLUB LEARNING PVT LTD | CRM Software (e.g., Zoho, Salesforce), Excel
Senior Academic Counsellor | 2022 - 2023, Bangalore, India

Wizklub's Choice recommendation for incomplete missions

- Verified leads through calls, SMS, WhatsApp, and email marketing, converting them into successful sales.
- Coordinated classes and registrations, building trust and rapport with students and parents
- Successfully utilized Zoho CRM to manage leads and track progress.
- Monitored and resolved incomplete application issues, significantly increasing the overall success rate of student admissions to top international medical institutions.

THINK AND LEARN PVT LTD (BYJU'S) |

Academic Counselor | 2021 - 2022, Bangalore, India

- Conducted daily online demo sessions, follow-ups, and structured counseling for students and parents.
- Analyzed customer needs, highlighted challenges, and recommended Byju's as a tailored solution.
- Addressed objections, negotiated pricing, and enhanced product knowledge to consistently meet sales revenue targets.

DHANI LOANS AND SERVICES PVT LTD |

Customer Support Associate | 2020-2021, Noida, India

- Assisted customers in navigating the process of acquiring a Freedom Card, a service designed to empower financial independence.
- Extensively used MerriTo CRM to manage customer data and streamline support processes, developing strong expertise in the system.

INITIATIVES COLLECTIVELY GENERATED OVER ₹60 LAKHS IN INCREMENTAL REVENUE FOR PHYSICS WALLAH, BYJU'S, WIZKLUB, AND DHANI THROUGH STRATEGIC COUNSELING, PROCESS OPTIMIZATION, AND ENHANCED CLIENT ENGAGEMENT.

SKILLS

Client Relationship Management | Customer Retention • Lead Conversion • Cross-Selling & Up-Selling

Communication and Negotiation | Effective Communication • Persuasion Skills • Conflict Resolution

Sales and Operations | Sales Strategy • Target Achievement • Process Optimization

Data Management | CRM Tools (Zoho, Salesforce) • Data Analysis • Reporting

Soft Skills | Team Collaboration • Problem-Solving • Result-Oriented Approach

LANGUAGE

- Hindi
- English
- Punjabi

EDUCATION

Lovely Professional University (LPU), Jhalandar, Punjab

B.S, Mechanical Engineering 2019 | CGPA 8.5/10

Saraswati Gyan Mandir Inter College (SGMIC), Kanpur, UP

Senior Secondary School (2012 – 2014)

Jugal Devi Saraswati Vidya Mandir (JDSVM), Kanpur UP

Secondary School Examination (2009 – 2011)

COURSEWORK

Management (CRM) Tools and Strategies

Effective Communication and Client Handling

Sales and Lead Conversion Techniques

Conflict Resolution and Negotiation Skills

Data Management and Reporting

Team Coordination and

Collaboration Practices

Market Analysis and Target Setting

HONORS & AWARDS

SGMIC

Second Prize for 3D model on "How a Trash Management Factory Works." | Kanpur | 2016

Best Academic Counselor

at Wizklub Learning Pvt Ltd for lead conversion and client satisfaction | 2021 | Bangalore

INTERESTS

Travelling • Fitness • Nutrition • Food • Self Improvement