



PRAGATI KUMARI

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- NEW DELHI , INDIA

PROFESSIONAL SUMMARY

Dynamic and results-oriented sales professional with a proven track record of exceeding targets. Eager to leverage my comprehensive understanding of sales strategies gained through hands-on experience during 6 month BDA and 5 month Education Counsellor. Seeking to apply my exceptional communication skills and passion for building client relationships to drive revenue growth and enhance customer satisfaction in a challenging sales role.

ACADEMIC BACKGROUND

INDIRA GANDHI OPEN UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION
(Marketing Management)
2024 - Pursuing

INDIRA GANDHI OPEN UNIVERSITY

MASTER OF ECONOMICS (MEC)
2021-2023
66.39%

TILKA MANJHI BHAGALPUR UNIVERSITY

BACHELOR OF SCIENCE
(Mathematics)
2014-2018
74.88%

SKILLS

- Excel
- Presentation-skills
- Communication-Skills
- Marketing-Skills
- Google-Sheet
- Statistics
- Analytical Skill

SKILLS DEVELOPED

- Lead generation and prospecting
- Market research and analysis
- Presentation and communication skills
- Relationship building and client management
- Sales strategy development
- Team collaboration and coordination
- Time management and prioritization

WORK REFERENCES

BUSINESS DEVELOPMENT ASSOCIATE

BYJU'S , NOIDA | AUGUST 2023 - FEBRUARY 2024

- Engaged in prospecting and lead generation activities to identify potential clients interested in BYJU'S products and services.
- Assisted senior BDAs in conducting market research and analysis to identify key opportunities for business growth and expansion..
- Actively participated in client meetings and discussions, gaining firsthand experience in building and maintaining professional relationships.
- Contributed to the development of sales strategies and tactics to achieve targets and objectives within the assigned territory.
- Collaborated with cross-functional teams, including marketing, product development, and customer support, to ensure seamless delivery of services and solutions to clients.
- Conducted CRM-based outbound calls to prospective students for educational counseling, providing tailored program guidance and support.

EDUCATION COUNSELLOR

AFFINITY EDUCATION PVT LTD , NOIDA | JULY 2024 - PRESENT

- Engaged in prospecting and lead generation activities to identify potential Doctors interested in MDMS Admission.
- Assisted doctors and healthcare professionals with academic advising and career counseling related to MDMS programs and other relevant fields.
- Actively participated in client meetings and discussions, gaining firsthand experience in building and maintaining professional relationships and families through the admission process, ensuring smooth and successful enrollments.
- Firstly noted their Ranks and preferred branch and location then assist well.
- Conducted CRM-based outbound calls to prospective doctors for educational counseling, providing tailored program guidance and support.
- Utilized CRM tools to track lead status, follow-up, and engage customers to improve conversion rates.