

# MUSKAN SONI

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## SUMMARY

Result driven sales Manager with 2.2 years of experience in real estate, specializing in residential sales and client management. Proven track record of achieving sales targets, closing high-value deals, and building strong client relationships. Skilled in persuasion, site visits, and negotiations.

## WORK EXPERIENCE

### Sales Executive

**Rohan builders and developers pvt Ltd, Pune**

Jan 2024 - April 2025

- Conducted property showings, site visits, and follow-ups with potential buyers.
- Maintained a high deal conversion ratio by nurturing leads through personalized follow-ups and relationship-building.
- Successfully closed high-value deals, contributing to consistent monthly revenue growth.
- Negotiated property prices and payment terms to ensure win-win outcomes for both client and company.
- Worked closely with the legal and finance teams to expedite documentation and smooth closure of deals.

### Assistant Sales Manager

**Property Pistol, Pune**

Feb 2023 - Jan 2024

- Planned and executed end-to-end marketing strategies to generate qualified leads for residential and commercial real estate projects.
- Optimized outreach through tailored, data-driven marketing initiatives.
- Coordinated with the sales team to align marketing efforts with sales goals and enhance customer engagement.

## DIGITAL MARKETING

**Segen Corporation, Nagpur**

Oct 2020 - Nov 2021

- Assessed current market trends influencing brand positioning. Increased quality rate through brand content management.
- Optimized social media pages with relevant contents and managed social media with recent updates.
- Developed innovative marketing strategies to boost conversion rates.

## EDUCATION

MBA (Marketing/HR)	2023
Shri Ramdeobaba College of Engineering and Management, Nagpur	
B.Sc	2021
Hislop College, Nagpur	
HSC	2018
Jupiter Junior Science College, Nagpur	
SSC	2015
Saraswati Vidyalaya, Nagpur	

## ADDITIONAL INFORMATION

- Skills:** : Social media management, Digital Strategies, Content Creation, Persuasion, Brand management, Articulation Skills, PR management.
- Languages:** English, Hindi, Marathi
- Proficiency:** : Microsoft, Hootsuite, Sprinklr, Zoho, Canva, Meta, AI tools.
- Extra Circular Activities:** : Brand Awareness team head during Hitavada internship. Organised 'ANUBHAV 2020' managed big profile events like "AGRESAR", "ARTHASHASTRA", conducted on national level.  
Held an upper hand organising multiple events of dance.  
Organising head in 33RD CCQCFI