

VARSHA

MN

General Manager -
Operations

Contact

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Skills

Planning and Execution
skills

Advanced

Communication and
analytical skills

Advanced

Inter personal & networking
skills

Advanced

Business Development

Advanced

Deadline-oriented

Advanced

Budget development

Advanced

Leadership & Team
Development

Advanced

Objective :

Serviced-focused General Manager with 14 years of experience focused on increasing revenues and expanding margin. Adaptive and deadline-oriented consistently executes and completes multiple projects in high-stress environments. Meticulous leader and strategic planner with comprehensive managerial acumen, offering vision and motivational acumen.

Work History

2025-02 -

current

General Manager

Pinecliff Realty, Pune

- Directed sales, marketing, operations, and acquisitions across 4+ active projects and 5+ upcoming developments, consistently surpassing revenue goals.
- Led a 30+ member team, driving performance, accountability, and results through strategic leadership and restructuring initiatives.
- Planned and executed end-to-end project launches, covering market research, pricing, branding, campaigns, and revenue tracking for accelerated sales absorption.
- Conducted market research and competitor analysis, identifying trends, gaps, and actionable opportunities to strengthen positioning and market share.
- Revamped sales strategy, boosting performance from 100 bookings in 12 months (before tenure) to 50+ bookings in just 4 months, driven by data-backed pricing, targeted marketing, and optimized lead funnels.
- Negotiated and closed high-value property deals with precision and professionalism, significantly improving conversion ratios.
- Managed budgets, forecasting, and P&L, ensuring cost optimization, profitability, and fiscal discipline.
- Designed and implemented data-driven sales and marketing initiatives, enhancing ROI, brand visibility, and revenue growth.
- Built and nurtured long-term stakeholder, investor, and client relationships, driving sustainable business success.

2022-11 -

2025-01

General Manager

Kohinoor Group - Youthville Service

Accommodations, Pune

- Managed budget implementations, employee evaluations, and contract details
- Maximized operational excellence mentoring personnel on management principles, industry practices, and company procedures
- Introduced new methods, practices, and systems to reduce turnaround time
- Implemented operational strategies and effectively built customer and employee loyalty
- Developed and maintained relationships with customers and suppliers through account development
- Monitored financial performance, set budgets and controlled expenses to provide financial stability and long-term organizational growth
- Provided thoughtful guidance to personnel in navigating and resolving snags in productivity
- Reduced operational risks while organizing data to forecast performance trends
- Formulated policies and procedures to streamline operations.
- Provided strategic oversight of marketing and promotional campaigns to keep campaigns aligned with overall goals and objectives.
- Cultivated and strengthened lasting client relationships using strong issue resolution and dynamic communication skills.
- Raised property accuracy and accountability by creating new automated tracking method.
- Launched staff engagement, gender diversity and cultural programs in addition to robust reporting tool that increased operational quality.

2020-03 -

2022-09

Sr. Cluster Manager

Stanza Living PG Accommodations, Pune

- Developed and maintained courteous and effective working relationships
- Learned and adapted quickly to new technology and software applications
- Participated in team projects, demonstrating an ability to work collaboratively and effectively

- Demonstrated leadership skills in managing projects from concept to completion
- Assisted with day-to-day operations, working efficiently and productively with all team members
- Demonstrated strong organizational and time management skills while managing multiple projects
- Managed time efficiently in order to complete all tasks within deadlines
- Used critical thinking to break down problems, evaluate solutions and make decisions
- Worked effectively in fast-paced environments
- Gained extensive knowledge in data entry, analysis and reporting
- Ensuring high quality delivery and coordination of services with respect to food, housekeeping, security, internet, laundry & social events
- Responsible for 4 operational clusters in Pune, with 21+ operational properties
- Managed team of 75+ members
- Responsible for monthly + yearly Budget vs Provision for keeping the delta below 5%
- Achieved 94% retention rate
- Actively participated in prelaunch properties HOTO & smooth execution for operations

2016-04 -

2019-12

Assistant Manager - Marketing

ARV Group, Pune

- Skilled at working independently and collaboratively in a team environment
- Created company brand messaging, collateral materials, customer events, promotional strategies, and product commercialization
- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs
- Utilized market trends and target audience statistics to effectively and appropriately market products
- Managed workflow between staff, coordinating documents, planning, and creative material distribution

- Managed marketing budget and associated P&L to develop and execute marketing strategies, budgets and sales plans for business segments
- Maintained documentation, detailing assignments, in-progress work and completed project milestones
- Worked with graphic designers and writers to establish theme and tone for content
- Developed and implemented marketing strategies to use for launches, rebranding campaigns and promotions
- Managed budget allocation and resource utilization to maximize marketing ROI
- Monitored search engine marketing, advertising and public relations campaigns to generate demand and sales leads
- Completely responsible for daily, weekly, monthly & quarterly MIS & all budget review reports
- Plan the potential of new market & come up with launch plan

2015-09 -

2016-04

Assistant Sales Manager

Vastushodh Projects, Pune

- Handling entire sales activities for ongoing & upcoming projects
- Generate maximum inquiries through different sources – Digital Marketing, walk-in inquiries, Hoardings, Exhibitions
- Direct interact with nationalize and semi-nationalize Bankers for earlier disbursement and new APF process
- Maintain survey reports of competitor projects
- Participating in Property exhibition arranged for promotion activities
- Coordinate with Advocates for preparation of agreement to sale
- Handling entire Pre-sales & Post-sales activities for ongoing & upcoming projects
- Daily reporting to Management for walking, deal closing and collection
- Maintain various reports for Weekly & Monthly collections and agreements
- Implement new initiative Marketing Strategy for costing and advertising

- Conduct weekly meeting for achieving Sales Target

2012-01 -

2015-09

Customer Relationship Officer

TCG Real Estate, Pune

- Attending the walk-in customers; presenting the proper details of the project, assisting in their decision making process and helping customers in entire transaction cycle
- Callings, follow-ups with customers for site visit, closing the deals & executing sales
- Preparation & Execution of Agreements
- Preparing the Marketing plan, strategies & schemes to enhance the sales figure
- Conducting and taking active participation in Exhibitions and Promotions of the Product
- Feedback & Suggestions for Plans, Lay-outs, Amenities & features selections
- Co-ordination & Building strong relationships with Business partners i.e. – Consulting Firms, Investors, Bankers & Advertising agencies (online, print, electronic media) to generate new business opportunities
- Maintaining relationship with the existing clients and generating references for sales
- Banking – Facilitating the approvals thro' various banks
- Payments – Conducting periodic follow – up's to ensure timely completion of the process and smooth cash flow
- Preparation of MIS reports, Research documents, Market updates for the Top Management
- Ensure smooth operations of the Profit center

2011-01 -

2011-12

Executive - Admin & Forex

Opus Softwares Ltd, Pune

- Attending the guests, visitors, and vendors and directing them to the concerned person
- Receiving, directing, and relaying incoming calls and messages using EPBAX
- Arranging Transport
- Maintaining stationery registers

- General administrative and clerical support
- Co-ordination with admin, HR & Finance department
- Handling Help Desk
- Generating monthly telephone bills(EPBAX as well as Mobile)
- Preparing data for MRM

2010-01 -

2010-12

GRE

Sodexho Management, Pune

- Welcoming Guest
- Handling Calls
- Allotting Lockers
- Handling Software
- Keeping Book Records

Education

2007-04 -

2009-03

B.Com: Commerce

Modern College Of Pune - Pune

Hobbies

- Travelling
- Music
- Swimming

Technical Proficiency

- ERP Proficiency – Highrise Sales & Marketing Module
- SAP Proficiency – Marketing Module
- Passed MSCIT with distinction – Complete MS-Office

References

Mrs. Varsha Bhandari

DGM - Marketing

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Mr. Uday Yadav

Operations - Pune

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