

RESUME

Name: Heena Pravin Markandey

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ABOUT ME:

I am a confident and creative professional dedicated to continuous enhancement and refinement. With more than 7 years of experience in the real estate industry, I possess the expertise to lead teams towards achieving company objectives. My focus remains on delivering optimal deals to my clients and channel partners while consistently surpassing company targets.

WORK EXPERIENCE:

Mahindra Lifespace Developers Limited, Pune

September 2022 - Present

Executive - Sales

- Establishing brand guidelines to promote process-oriented work and ensure consistency in operations.
- Conducting product training sessions and activating new potential channel partners.
- Engaging with clients on-site, negotiating and closing deals under optimal terms.
- Preparing bills and trackers to facilitate the smooth functioning of the sales process.
- Preparing monthly & quarterly reports, analysing data to drive strategic decisions aimed at boosting Sales
- Contributed to 20% of total business during the Mahindra Happinest Tathawade Launch.
- Conducted product training sessions and BTL activities to increase market reach and brand visibility.
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Pride Purple Group, Pune

June 2019 - September 2022 (2 Years 3 Months)

Executive- Channel Sales

- Managed the ICP, Cross and RCP Pune, driving strategic initiatives and partnerships for business growth.
- Conducted product training sessions and BTL activities to increase market reach and brand visibility.
- Personally engaged with clients at project sites, negotiating optimal deals to ensure satisfaction.
- Drafted reports to track Conversion Ratio and identify High-Value Clients for targeted strategies.

Propengine Realtech LLP., Pune

January 2019 - May 2019 (6 Months)

Executive – Business Development

- Understanding client requirements and pitching projects accordingly.
- Calling on cold data list and filtering genuine buyers.

Full Basket Property India Pvt. Ltd. Pune

January 2018 - December 2018 (1 Year)

Executive – Business Development

- Understanding client requirements and pitching projects accordingly.
- Calling on cold data list and filtering genuine buyers.
- Doing Market survey on regularly basis.

Unicef India.

June 2015 – December 2017 (2.5 Years)

Customer Relationship Manager

- Doing BTL activities for generating funds for under privileged children's on the streets.

Firangi Tadka Restaurant, Pune.
June 2013 – May 2015 (2 Years)
Guest Relation Executive

Voice of India, Mumbai.
April 2012 – May 2013 (1 Year)
Artist Management

EDUCATION:

H.S.C.

Board: CBSE Board
Year of Passing: 2008

S.S.C.

Board: CBSE Board
Year of Passing: 2006

ACHIEVEMENTS & RESPONSIBILITIES:

- Top Sourcing Manager for Pride Purple Group.
- Full Basket property Star Achiever Award
- Fund Raiser in Unicef

KEY SKILLS:

- Sales & Negotiation
- Channel Partner Relations
- Client Prospecting
- Portfolio Management
- Effective Communication

• Strategy Planning

- Report Presentation
- Invoicing
- Expense Management
- Problem Solving

INTEREST AREAS:

Planning outdoor events, Singing, Skating.

I hereby declare that all the information provided is true to the best of my knowledge.

Date:

Signature:

Heena Pravin Markandey