

# RESUME

**Name:** Heena Pravin Markandey

**Address:** Baner pan card club road, Pune, 411045

**Date of birth:** 13 October 1990

**Mobile:** +91 88889 99217

**E-mail:** [hennamarkandey90@gmail.com](mailto:hennamarkandey90@gmail.com)

## **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.
- 

### **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**

Junuary 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