

ADITYA ARYA

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Date of Birth: 16/07/2002

SUMMARY

Marketing professional with PGDM in Marketing Analytics and hands-on expertise in real estate sourcing, lead generation, and client engagement. Experienced in executing targeted outstation sourcing campaigns across Mumbai, Kolhapur, and Nashik for premium projects such as Gera Development (Hinjewadi Phase 3), Tru Meadows (Kondhwa) and Life Republic (Kolte Patil). Skilled in building and managing strong prospect pipelines, collaborating with cross-functional teams, and leveraging market insights to drive site visits and conversions. Proven ability to develop location-specific sourcing strategies that enhance occupancy rates and support business growth.

PROFESSIONAL EXPERIENCE

Associate Sales (Resi) ,Sourcing

ANAROCK PROPERTY CONSULTANTS PRIVATE LIMITED, Pune — Feb 2025 – Present

- Outstation Sourcing & Market Penetration:** Executed targeted sourcing activities for Gera Developments (Hinjewadi Phase 3) in Mumbai, Kolhapur, and Nashik, expanding reach into high-potential markets.
- Project-Specific Lead Acquisition:** Managed on-ground sourcing for premium projects including Tru Meadows (Kondhwa) and Life Republic (Kolte Patil), generating a strong pipeline of qualified prospects.
- Client Relationship Management:** Engaged with potential buyers through personalized outreach and site visits, effectively driving interest and facilitating conversions.
- Strategic Collaboration:** Coordinated with project sales teams and channel partners to align sourcing strategies, improve market coverage, and optimize lead-to-deal ratios.

Sourcing and Closing Intern

Youthville Service Accommodation, Pune — May 2024 – July 2024 (60 Days)

- Lead Generation & Sourcing:** Conducted market research and identified potential clients, generating 50+ qualified leads to drive occupancy rates.
- Client Engagement:** Managed end-to-end communication with prospects, providing detailed insights into accommodation offerings and closing successful 20+ deals.
- Sales Strategy Development:** Assisted in designing and implementing sourcing strategies to enhance conversion rates and customer acquisition.
- Collaborative Problem Solving:** Worked closely with cross-functional teams to address customer queries and streamline the onboarding process for new tenants.

Sales Intern

Propedge Realty, Pune — Dec 2023 – Jan 2024 (45 Days)

- Sales Support & Client Engagement:** Assisted in driving property sales by identifying and engaging with potential homebuyers in the real estate market.
- Customer Conversion & Deal Closure:** Boosted sales by 20% by converting qualified leads into successful property transactions through tailored sales strategies.
- Relationship Management:** Collaborated with property developers and clients to optimize sales processes and build long-term relationships.
- Market Research & Consumer Insights:** Conducted in-depth analysis of buyer preferences and market trends to refine sales approaches and drive revenue growth.

ACADEMIC PROJECTS

Project Entitled - “Competitor Analysis of Tata Nexon EV”

- 1.Comprehensive Market Analysis:** Conducted a detailed analysis of Tata Nexon EV's competitors, assessing their product offerings, pricing strategies, and market positioning to evaluate competitive dynamics in the EV sector.
- 2.Consumer Behaviour Insights:** Analysed consumer preferences, purchase patterns, and key decision-making factors influencing EV adoption.

EDUCATION

- **Post Graduation Diploma in Management (Marketing Analytics)**
Pune Institute of Business Management, Pune — 2025 | **Percentage:** Sem 2 – 8.4 CGPA
- **Bachelor of Commerce**
Renaissance Collage of Commerce & Management , Indore — 2023 | **Percentage:** 68 %
- **Higher Secondary Certificate (HSC)**
Maharshi Dayanand Hr. Sec. School, Chicholi — 2020 | **Percentage:** 66%
- **Secondary school Certificate (SSC)**
Maharshi Dayanand Hr. Sec. School, Chicholi — 2018 | **Percentage:** 63%

EXTRACURRICULAR ACTIVITIES

- Served on the 6th International Conference's discipline committee in 2023 (Pibm).
- Active Member, Student Council – Organized events and supported student activities.
- Blood donation initiatives to improve community health.

CERTIFICATIONS

- **Digital Marketing by Great Learning.**
- **Introduction of MS Excel by Coursera.**
- **WebEngage Advanced Strategies & Frameworks on WebEngage**

SKILLS

|MS Office | Effective Communication | Team Collaboration | Market Analysis | Tableau | SPSS | Digital Marketing | Leadership | Strategic Thinking | Adaptability | Problem-Solving | Creativity | Adaptability |Lead Generation | Networking |