

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%
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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 |