



Pooja Taralekar

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Seeking a mid-level assignment in real estate CRM.

Synopsis

- Having overall around 13+ years' experience in sales & customer relationship management in real estate.
- Possess honesty and the ability to work in pressure situations.
- Ability to work hard to achieve the desired goals.

Key responsibilities

- Building a strong customer relationship with clients.
- Responsible for achieving monthly target.
- Keeping the required data up to date for review meetings.

Education

Qualification	Board / University	School / College	Year	Class
BSc	Bharati Vidyapeeth Deemed University	YM College	2014	1 st Class
H.S.C.	Kolhapur Board	SGM College	2010	1 st Class
S.S.C.	Kolhapur Board	MGVM Vidyalaya	2008	1 st Class

Technical Skill

- Conversant with MS Office (SFDC, ERP, Word, Excel, PowerPoint, Outlook, ERP in4 Suit velocitySoftware, SAP And High rise, Zoho, Farvision)

Career Track

Company Name: LODHA, Pune

- **Designation: Dy. Manager – CRM**
Duration: May 2024 – May 2025

Responsibilities:

- Handled 3 towers of Kharadi ,Wakad and NIBM site with active CRN's more than 350.
- Handled onboarding of every customer by giving them welcome call & explain everything in details to avoid any future doubts.
- Resolved all Query, Request, Complaints of customers.
- Contributed in collecting more than 30 Cr in each month including default collection.
- Won Default collection target thrice, by collecting payments from default customers.
- Retained customers by coordinating with strategy & sales team.
- Coordinating with banker & inhouse Lodha loan team in order to get timely disbursements of customers.
- Generated loyalty & reference from existing customers by pitching them upcoming projects & helped concerned team to close the deal.
- Scheduling registration of customers post booking by coordinating with internal teams.

- **Company Name: SHAPOORJI PALLONJI REAL ESTATE, Pune**

- Designation: Asst. Manager – CRM**
Duration: August 2021 – April 2024

Responsibilities:

- Responsible for handling post sales activities for more than 300 Flats.
- Sending Welcome mail & Allotment letters to new bookings.
- Managing all the documentation for Legal and Registration process.
- Co-ordination with customers for the registration of the flat and home loan procedure.
- Responsible for the payment recovery from clients & banks as per payment schedule.
- Generating demand letters & NOCs.
- Co-ordination with engineers for extra work.
- Understanding and handling customer concerns related to issues.

- **Company Name: Enerrgia SKYI Developers, Pune**

- Designation: Senior CRM Executive**
Duration: Jan 2021 to July 2021

Responsibilities:

- Handling Premium Residential Project.
- Preparing MIS, attending review meetings.
- Provide after sales service to the clients while ensuring timely service delivery as well as collection from the clients within the stipulated credit period.

- Understanding and handling customer concerns related to issues.
- Have handled delayed possession irate clients and solved them to satisfaction

➤ **Company Name: Majestique Landmarks,Pune**

Designation: Senior CRM Executive

Duration: Dec 2019 to Dec 2020

Responsibilities:

- Responsible and accountable for service delivery across a set of clients for ongoing residential project Majestique Mrugavarsha – Dhayari.
- Preparing and presenting various MIS Reports (Using excel and ERP software) to the management for review meetings.
- Responsible to get the APF done.
- Daily follow up on collection & agreements.
- Understanding and handling customer concerns related to issues.
- Customer care skills- Solutions oriented and results driven attitude.
- Strive to deliver Client satisfaction

➤ **Company Name: Chirag Developers- Pune**

Designation: Executive – CRM

Duration: April 2016 –Nov 2019

Responsibilities:

- Handled premium Residential Project –Grandview 7
- Deliver sales pitch, demo, presentation and proposal to potential clients.
- Provide after sales service to the clients while ensuring timely service delivery as well as collection from the clients within the stipulated credit period.
- Preparing MIS, attending review meetings.
- Follow up for registration up to execution of Agreement for Sale.
- Preparing welcome letters, stamp duty and registration letters, demand letters and sharing the same with the new clients.
- Raising Demands as per construction status.
- Handling all incoming calls with regards to customer queries and complaints.
- Attending irate clients and retaining them as a satisfied client.

➤ **Company Name: BaBa Tours and Travels-Sadashiv Peth**

Designation: Executive- Sales

Duration: March 2013 –October 2015

Responsibilities:

- Determining clients' needs and suggesting suitable travel packages
- Organizing travel from beginning to end, including tickets, accommodation and transportation i.e itinerary.
- Supplying travelers with pertinent information and useful travel/holiday materials.
- Promoting and marketing the business.
- Dealing with customer queries and complaints, providing advice about visas or passports, managing budgets, selling holidays and insurance.

➤ **Company Name: IndiaInfoline - Sinhagad Road**

Designation: Presales/ Sales Executive

Duration: January 2011 -March 2013

Responsibilities:

- Making approx. 150+ calls on a daily basis.
- Briefing the client about life insurance policies and suitable options.
- Deliver sales pitch, demo, presentation and proposal to potential clients.
- Helps customers move down the sales process.
- Closing the prospect by offering them suitable policies.

✚ Languages Known

- Marathi
- Hindi
- English

✚ Interests

- Exploring new places
- Cooking
- Dancing
- Drawing
- Listening to music

✚ Personal Profile

- **Name** : Pooja Shivprasad Taralekar
- **Date Of Birth** : 25th July, 1993
- **Marital Status** : Married
- **Nationality** : Indian
- **Address** : C5- 107, SKYi Star City, DSK Vishwa Road, Dhayari, Pune – 411 041

✚ Declaration & Signature

I hereby affirm that the information in this document is accurate and true to the best of my knowledge.

Date:

(Pooja S. Taralekar)

Place: PUNE

Signature