

Profile

Efficient and effective Customer Relationship, Sales & Business Development professional with around 17 years of experience in managing business, professional, and corporate client accounts in various segments like Real Estate, Franchisee, Retail and Hospital.

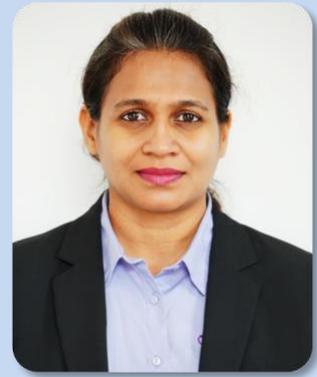
Work Experience and Responsibilities

- **Assistant Gen. Manager- CRM at Vilas Javdekar Developers, Pune.**

November 2021- till date

(Joined as Manager in Nov. 2021 and now working as Asst. Gen. Manager since January 2023)

- **Helpdesk Management** – Managing Central Helpdesk System for addressing customer queries and complaints via E-mails and telephonic or in-person meetings.
- Coordinating with internal departments and providing optimum effective solutions.
- Arranging Open House forums for various projects to proactively understand the customer requirements, queries, complaints.
- Understanding and analyzing the customers' feedback to provide inputs for improvement of the product from Design & Engineering perspective.
- **Possessions Management** – Planning, Coordinating, managing the process for smoother handover of apartments.
- Preparing SOPs for various departments for systematic operations.
- Planning and keeping track of possessions to ensure timely delivery.
- Creating Online Appointment based system to give hassle free experience to the customers as well as better coordination between internal departments for smooth operations.



Trupti M. Kate

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EDUCATION

M. Sc. Microbiology

SKILLS

- Strong verbal Communication
- Customer Relationship Management and Client Servicing
- Interpersonal Skills & Teamwork
- Team Management
- Marketing & Sales
- Basic Computer Skills
- Certified Announcer at All India Radio

LANGUAGES

- Marathi
- English
- Hindi

HOBBIES

- Reading
- Certified Kathak Dancer

Additional Responsibilities

- **VJ Connect – Monthly Newsletter (2022–2023)**
 - Designed and developed engaging newsletter content and layout
 - Authored articles and edited submissions to align with brand tone
 - Regularly reviewed and updated column formats and themes
 - Invited external contributors and guest writers to enhance content variety
 - Proofread all content for accuracy, grammar, and consistency
 - Maintained overall layout aesthetics for visual appeal
- **Customer Communication & Event Coordination**
 - Identified and resolved inefficiencies in customer communication workflows
 - Drafted and managed communication for project-level events
 - Designed and distributed invitations with clear, site-specific instructions
 - Developed visual content and presentations for engineering expos and events
- **Audit of the site for different events and before possession**
- **Manager- Business Development and Franchise at Mehta Dairies, Kolhapur**
August 2019- April 2020
 - Looking after day-to-day affairs of Sales and Marketing department, Handled a team of eight persons
 - Appointment of new distributors in existing market as well as new areas with potential
 - **Franchise Operations** – Screening potential franchisees, Converting leads into the franchisee, Legal paperwork related to the franchisee like MoU, LOI, Agreement etc., Entire support for franchise establishment.
- **Assistant Manager-Investor Acquisition at Franchise India Brands Ltd. Kolhapur**
February 2018- May 2019
 - **Investor Acquisition-** Register Investors in search of business or franchise opportunity.
 - **Business Development-** Recognize the brands with potential to expand in local, regional and/or national market and get them associated with the company.
 - **Investor Servicing-** Understand the requirements of the Investors and help them choose the right business.
- **Hospital Representative at Hridaya Cancer Hospital, Herle, Kolhapur**
October 2016 – February 2018
 - Started as a Hospital Representative and then handled a team of three people, looking after their daily work, taking reports and feedbacks, Guiding them and support them wherever necessary
 - Developed different report formats as required by the management for Proper Analysis and

- decision making (MIS)
 - Successfully brought more than 60 cancer patients to the hospital in a year 2017
 - Brought in some good proposals and opportunities that helped the hospital grow.
 - Successfully conducted cancer awareness programs with Dr. Surekha Chougule in association with Bhagirathi Mahila Sanstha, Kolhapur.
 - Developed training Programme for newly recruited Hospital Representatives.
- **Patient Care executive at Dr. Batra's Homeopathic Clinic, Kolhapur**
July 2014 – July 2015
 - Built strong relationships with customers
 - Handled the walk-in patients and their queries
 - Handling phone calls and redirecting them to the proper person
 - Setting up appointment schedules for patients
 - To convince the customer by answering their queries and help them buy the right treatment package
- **Consultant Microbiologist at Deutse Spring Water, Bhutan**
December 2012 – September 2013
 - Developed **Deutse Spring Water, Bhutan** to acquire BIS license and established a quality control lab.
- **Quality Control (QC) In-charge & Microbiologist at Ritvij Foods and Beverages Pvt. Ltd., Chiplun, Maharashtra.**
November 2009- October 2012
 - To make sure that all chemical and microbiological tests are conducted as per the schedule given by BIS and the corresponding values fall within the prescribed limit
 - Along with QC department successfully handled all operations of the factory including Production and dispatch as per the orders, Maintaining stock and inventory, Scheduling shifts of the labour.
 - Handling correspondence
- **Lecturer in the Department of Biotechnology - D.B.J. College, Chiplun, Maharashtra.**
September 2008 - April 2009

Education

- **M. Sc. Microbiology (First Class) Shivaji University, Kolhapur. 2008**
- **B. Sc. Microbiology (Distinction) Rajaram College, Kolhapur. 2006**
- **Undergraduate Study, (Distinction) Maharashtra State Board. 2003**

Disclaimer:

I hereby declare that all the information given above is true and correct to the best of my knowledge.

Date: / /

Place:

Trupti M. Kate