

PALAK SONI

Inside Sales & Market Research Professional

palaksoni5060@gmail.com | 8827254906 | linkedin.com/in/palaksoni6 | Bhopal, India

SUMMARY

Inside Sales and Market Research professional with an MBA in Marketing & Finance. Combines strategic thinking with hands-on expertise in B2B lead generation, pipeline management, and client relationship building. Proven ability to transform market insights into actionable sales strategies that drive revenue growth.

EXPERIENCE

Ekspe Software Services | Inside Sales Executive | *July 2025 – Present*

- Drive revenue by generating and qualifying B2B leads for SolidWorks solutions via strategic outbound outreach.
- Manage end-to-end sales pipeline, from requirement gathering to coordinating technical demos and closings.
- Engage stakeholders to understand business needs, ensuring tailored solutions and long-term partnerships.

Ekspe Software Services | Market Research Intern | *Feb 2025 – June 2025*

- Mapped potential manufacturing prospects across the MP region through extensive market research.
- Built a robust lead database via industry analysis, directly supporting sales team conversions.
- Collaborated with sales to provide research-backed insights for optimized pitch strategies.

Skills & Placement Services | HR Recruiter Intern | *Nov 2024 – Feb 2025*

- Executed full-cycle recruitment: sourced and screened candidates using portals and internal databases.
- Coordinated interview schedules between candidates and hiring managers for seamless processing.
- Managed onboarding documentation and maintained precise records for compliance.

Stockology Securities Pvt Ltd | Relationship Manager Intern | *May 2024 – July 2024*

- Managed 30+ client accounts, ensuring high retention through consistent engagement.
- Conducted market trend analysis to assist clients with informed investment decisions.
- Generated and converted leads for Demat accounts through targeted outbound calling.

EDUCATION

Master of Business Administration (Marketing & Finance) Sant Hirdaram Institute of Management for Women, Bhopal | *2023 – 2025* | **70%**

Bachelor of Commerce Sant Hirdaram Girls College, Bhopal | *2020 – 2023* | **78%**

SKILLS

- **Sales:** B2B Lead Gen, Pipeline Mgmt, Market Research, Competitor Analysis, Negotiation.
- **Digital:** SEO (Basics), Email Marketing, Social Media Marketing.
- **Tools:** MS Office (Excel, PowerPoint, Word), Canva.

ACHIEVEMENTS & ACTIVITIES

- **First Prize:** Business Standard Quiz Competition (2023).
- **Participant:** 4th Asia Pacific Youth Symposium, UNICEF (2024).
- **Participant:** "Kona Kona Shiksha" Financial Literacy Program, Kotak Securities (NISM, 2024).
- **Core Committee Member:** SHIM Carnival 2024.
- **Active Member:** Research Club, SHIM.