

# PRIYANSHU SONI

Senior Associate  
Marketing & sales

✉ [Sprashu18@gmail.com](mailto:Sprashu18@gmail.com)  
Date of Birth 02/07/1994

☎ 8305742084  
Status- Singal

📍 Indore, Madhya Pradesh  
languages English ,Hindh

## PROFILE

To be a successful professional in a reputed company, I need to perform day-to-day tasks with diligence, honesty, and fairness and to grow individual skills and knowledge along with the company's growth. In addition, I wish to utilize my knowledge of the specialization i.e., "International Business."

## PROFESSIONAL EXPERIENCE

12/11/2022 –  
presentMadhya  
Pradesh  
Indore  
**1 year \_- working**

### Physics Wallah PVT LTD

Senior Asscoiate Marketing & sales

- In this role, I played a crucial part in supporting educational institutions and parents by ensuring a smooth financial process for fee management.
- My responsibilities involved consultative sales, proactive relationship management, and effective problem resolution, all aimed at enhancing the overall customer experience and contributing to the delivery of high-quality education.
- Key Responsibilities: Consultative Sales, Relationship Building, Needs Assessment, Payment Management, Educational Support.
- Proven track record of consistently exceeding sales targets and driving revenue growth
- Strong leadership skills in effectively managing and motivating sales teams to achieve outstanding results
- Expertise in developing and implementing sales strategies and tactics to penetrate new markets and expand customer base
- Skilled in building and nurturing long-term client relationships to drive customer satisfaction and retention
- Proficient in analyzing market trends, competitor activities, and customer insights to identify growth opportunities

05/01/2021/-  
30/10/2022  
Indore  
**1 year 9month**

### DS spiceco Pvt Ltd (FMCG)

Business Development Executive

- In my role, I leverage a comprehensive approach that combines strategic account management with proactive business development.
- My focus includes achieving sales targets, managing inventory efficiently, and staying ahead of market trends through detailed competitor analysis and market insight gathering.
- Key Responsibilities: Account Management, New Business Development, Sales Target Achievement, Inventory Management, Competitor Analysis, Market Insights

15/01/2018 –  
08/12/2020  
Indore  
**2 year**

### Padhhight Pvt Ltd

Customer Success Specialist

- In this role, I played a crucial part in supporting educational institutions and parents by ensuring a smooth financial process for fee management.
- My responsibilities involved consultative sales, proactive relationship management, and effective problem resolution, all aimed at enhancing the overall customer experience and contributing to the delivery of high-quality education.
- Key Responsibilities: Consultative Sales, Relationship Building, Needs Assessment, Payment Management, Educational Support.

## INTERNSHIP

08/2017 – 12/2017  
Indore

### Gagan Dall Mill

- I gained insight into the grains market by analyzing supply and demand dynamics. Additionally, I participated in transactions at nearby marketplaces.

06/2017 – 07/2017  
Indore

### Safexpress

- I was virtually placed in a leading logistics firm and prepared a report on the "Influence of GST on logistics activities in India".

06/2020 – 07/2020  
Indore

### Bizbehinsports

- Conducted an investigation and evaluation of the commercial aspect of sports in Madhya Pradesh, specifically emphasizing Football, and the various accomplishments of the State Sports Ministry. This collaboration was established with a company based in Bengaluru.

03/2027 – 04/2017  
Indore

### Khobar Nation

- I completed an internship as a Business Research Trainee at a media and news company located in Madhya Pradesh.

07/2017 – 08/2017  
Indore

### Globus Stores Private Limited

- I completed an internship in the clothing industry as a retail trainee at a store in Indore. I had frequent interactions with customers.



## EDUCATION

2020 – 2022  
Indore

### M.B.A. (International Business)

Sage university indore

Marketing, Operations

- Dual specialization in Marketing and Finance through MBA program
- Proficient in conducting market research and analysis to identify market trends, customer preferences, and competitive landscape
- Skilled in creating marketing strategies and campaigns to enhance brand awareness, drive customer acquisition, and increase market share
- Adaptable and innovative mindset to leverage marketing and finance knowledge • for business growth and strategic decision-making

2015 – 2018  
Indore

### BSC

Maharishi Mahesh Yogi, Vedic Vishwavidyalaya, Madhya Pradesh



## SKILLS

**Sales / Marketing / Business Growth / Account Management / Competitive Analysis / Inventory Management / Sales Target Achievement:**



## INTERESTS

I have a passion for traveling and a strong interest in playing and analyzing cricket and football. Additionally, I am enthusiastic about exploring investment opportunities and stay actively engaged with market trends and stock ventures through regular reading.

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