

CONTACT

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ACHIEVEMENTS

- Revenue of approximately 49 Cr for 2022
- Built personal talent pipeline in own work area
- Trained and managed distributors associates
- Managed to set Performance Benchmark for the entire channel team
- Managed assigned Channel Partners accounts very effectively
- Reliable resource, having gained the trust of Team Leads for managing key accounts
- Top performer at RUC (name of latest project) during lockdown phase
- Highest Walk-in count for Q3 2020 in Kalyan Cluster
- Runner-up sourcing manager for Q3 2020 in Kalyan Cluster

SKILLS



PRIYANKA RANA

Sales Manager, MBA, Marketing & Sales

EXPERIENCE

LATEST

Senior Executive - Sales

Rustomjee / Mumbai / India / November 2021 – Ongoing

- Managing sales territories in the Mumbai area and bringing non-performing markets into core market
- Closing transactions by negotiating with investors, end-users as well as both first & second home seekers
- Conducting training sessions on Sourcing Models, for business associates. Hosting meet-ups and information-sharing sessions for Channel Partners and prospective clients
- Building rapport & relationships with Channel Partners, assisting them to increase their conversion ratio
- Identifying potential Channel Partners, developing Sales Strategies to activate them to the existing base and building meaningful collaborations with them and their teams
- Training, mentoring and helping in the professional growth of Interns

Assistant Manager - Sales

Xanadu Realty / Mumbai / India / May 2019 – November 2021

- Managing sales territories in the Mumbai area
- Improving product marketability & profitability by researching, identifying and capitalizing on market opportunities
- Helping channel partners with innovation and techniques to expand their current scale of business
- Devising & implementing strategies for various BTL activities to be conducted for corporate clients
- Identifying consumer & market requirements, competitor's share, as well as their strengths & weaknesses
- Redefining relationships with channel partners into long-term partnerships based on trust and responsive service

EDUCATION

Master of Business Administration - MBA, Marketing

Balaji Institute of International Business / Pune / India / 2017 - 2019

Bachelor of Business Administration - Marketing

St. Xavier's College / Ranchi / India / 2013 - 2016

Become a Product Manager, Agile Fundamentals, Scrum Master PSM1

Online Courses / 2020 - Ongoing

FEEDBACK

from direct manager & colleagues

Emotional maturity

Completely understand other's situations and always finds a way to provide personalized support. Emotionally very strong, is like a pillar during the time of distress.

Feedback culture

Builds a culture that enables the sharing of feedback and critique in a non threatening environment, where mistakes and failures are used as learnings and not as punitive opportunities.

Leading by example

Always up front, leads others by setting right examples with her own behavior. Creates systems and processes to identify and meet future capability requirements. Is disciplined and doesn't deviate.

Mentoring

Coaches team members on taking difficult decisions by sharing personal experiences and learnings. Inspires others to think positively with her actions, communication and conduct. Demonstrates that sometimes the only difference between success and failure is positive thinking.

Accountability

Takes accountability for her own decisions and deliverables in collaborative assignments. Listens to and appreciates multiple perspectives. Takes complete ownership of not only her own work but also related areas of work.

EXPERIENCE

CONTINUED

Sales and Marketing Intern

HDFC Bank Limited / Pune / India / May - July 2018

- Working on non-managed customers and product penetration
- Understanding customer needs to promote appropriate products
- Mentoring under Marketing and Sales managers to gain knowledge of the Banking industry and HDFC products

Marketing and Promotions Intern

United Colors of Benetton / Ranchi / India / May - July 2015

- Working on product penetration through promotional campaigns
- Measuring and analyzing impact of campaigns
- Creating presentations and other administrative tasks

Creative Head - Volunteer

Balaji Institute of International Business / Pune / India / Jan 2017 - Jan 2018

- Lead of the creative committee for the Balaji Institute of International Business for the year 2017
- Directing a team of fellow students in preparing the institute premises for cultural events

Public Relations - Volunteer

St. Xavier's College / Ranchi / India / April 2015

- Member of the PR squad for the 2015 Management Fest
- Promoting the college and its curriculum

REFERENCES



Chirag Panchal

AGM Sales

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Himanshu Kumar

Deputy Manager - Channel Sales

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INTERESTS AND HOBBIES



Movies



Photography



Music



Exercising



Traveling