

RAKESH PRAKASH SONAWANE

Swami Vivekananda Road, Bibwewadi, Pune – 411037

■ +91 9561321332 | ✉ rakeshsonawane1332@gmail.com

CAREER OBJECTIVE

Enthusiastic and result-driven Sales and Marketing Professional with 3+ years of hands-on experience in field sales, telemarketing, and customer relationship management. Proven ability to meet and exceed targets through strong product knowledge, persuasive communication, and excellent client service. Seeking a responsible position as a Sales Associate / Business Development Executive where I can utilize my skills to contribute to company growth and enhance customer satisfaction.

PROFESSIONAL EXPERIENCE

Retail Associate – Telemarketing & Telesales – 2024 – Present

Cars24 Pvt. Ltd., Pune, Maharashtra

- Managing telesales operations including purchase, bidding, and sale of pre-owned vehicles.
- Maintaining excellent customer relations, handling service queries, and ensuring positive experiences.
- Negotiating deals and coordinating repo rebuilds with customers to retain trust and loyalty.
- Consistently achieving monthly sales targets and contributing to branch revenue growth.
- Training new team members on telecalling techniques and CRM usage.

Telemarketing Executive – 2022 – 2024

Justdial Pvt. Ltd., Pune, Maharashtra

- Managed outbound telemarketing calls and provided product and service information to clients.
- Assisted small and medium businesses in registering and marketing their services on the Justdial platform.
- Promoted online marketing solutions that increased client visibility and sales conversions.
- Delivered personalized support to over 500+ clients, improving customer retention and satisfaction.
- Recognized for maintaining a high conversion rate and achieving individual performance metrics.

Field Sales Executive – 2017 – 2021

Metro Laminate World Pvt. Ltd., Pune, Maharashtra

- Developed business by introducing new laminate products to retailers and distributors.
- Conducted product demonstrations and presentations to explain quality and benefits.
- Generated and managed leads across multiple regions, driving repeat orders from key clients.
- Collected market feedback and collaborated with the marketing team to optimize product positioning.
- Awarded for achieving consistent monthly sales and maintaining strong customer relations.

EDUCATION

Bachelor of Science (B.Sc.) – 2017 – 2018

H.V. Desal College, Savitribai Phule Pune University

Higher Secondary Certificate (HSC) – 2015 – 2016

Rajiv Gandhi E-Learning College of Science & Technology, Pune

Secondary School Certificate (SSC) – 2014 – 2015

Yashwantrao Chavan High School, Pune

KEY SKILLS

Sales & Marketing Strategies | Customer Relationship Management (CRM) | Telemarketing & Lead Generation | Product Presentation & Demonstration | Target Achievement & Business Growth | Communication & Negotiation Skills | Team Leadership & Collaboration | Data Entry, MS Excel & LibreOffice | Time Management & Multi-Tasking | After-Sales Service & Client Retention

ACHIEVEMENTS

- Increased telemarketing sales conversions by 25% at Justdial through improved call scripts.
- Recognized as Top Performer of the Month twice at Cars24 for outstanding telesales results.
- Successfully onboarded 50+ new clients within one quarter at Metro Laminate World.
- Improved customer feedback score from 80% to 95% by enhancing service quality and responsiveness.

LANGUAGES

Marathi: Native | Hindi: Native | English: Intermediate (Fluent in verbal and written communication)

PERSONAL DETAILS

Date of Birth: 17th May 1996

Marital Status: Single

Nationality: Indian

Hobbies: Traveling, Public Interaction, Listening to Music, and Learning Sales Strategies