

Prateek Rai

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- Manager- Consumer Experience/ Inbound Sales/B2B sales for Award Winning Start up in Food Tech.
 - Working Partner in Real Estate Consultant firm for leading Projects.
 - Co-founder –Phoenix Games / The London Shakes / Aditi Enterprises.
 - Last Job assignment was with Radio Mirchi as Senior Manager till 2015.
(Marketing / Sales / Activation).
 - Relevant experience of approx. **15 years** in service industry, requiring multiple skills for business management, customer service, delivery, manpower management and training.
 - Team player and communication skills.

PROFESSIONAL EXPERIENCE

Magicleaf –

Aug 2022 – Till Date

Brand of Arboreal Bio Innovations Pvt Ltd

Manager-Inbound Retail Sales/Customer Experience/B2B Sales

Key Responsibilities:

1. Managing the team of 6 members (Direct reportees).
2. Maintaining the Quality of services for company's Goodwill
3. Handling customer and B2B queries via respective teams.
4. Managing and executing B2B sales for inventories and distribution.
5. Logistic and Production coordination with Team Leaders and their respective teams.
6. Payment follow-ups and update records and financial transactions with B2B clients.
7. B2B client follow ups (BeatO/LiteBite Foods/Mahaveer Sweets/Diamerry/Diasmile etc.).
8. Handling Online Sales channel-Facebook/WastApp/Instagram/Website to generate inbound sales.
9. Creating SOPs and develop service procedures, policies and standards
10. Recruit, mentor and develop customer service agents and nurture an environment where they can excel through encouragement and empowerment.
11. Maintain an orderly workflow according to priorities.
12. Keep accurate records and document customer service actions and discussions.
13. Analyse statistics and compile accurate reports.

Job Profile:

- Handling customer queries for better customer satisfaction. Identifying prospective clients, generating business from the existing clientele.
- Interacting with the customers and B2B partners on a regular basis & providing redress to all their queries, complaints & handling all customer relation.
- Handling inbound leads for new business by running promotional mailers, discount coupons etc.
- Engage target clients and obtain business requirements.
- Identify and assess customer response and introduce services as per customer demand/needs.
- Business Development & Client Servicing through respective teams.
- New Client Acquisition via online and offline mediums.
- Establish and manage an effective communication with Logistic, Production and Quality team.
- Attend and actively contribute to strategy, status, and follow-up meetings on the development.

Prithvee Realty Pvt Ltd

June 2020– July 2022

Authorised Channel Partner- Sales Head

(Levana / Rishita /Purvanchal/ Bhutani/ One Oak/Platinum Mall)

Key Responsibilities:

14. Handling the Residential & Commercial projects in Lucknow.
15. Attending meetings and Business Conferences with prospective clients.
16. Maintaining the Quality of services for company's Goodwill and getting more bookings with the help of effective Market Research.
17. Handling client queries via respective teams and with direct associates.
18. Active Participation in Product Launching and Expansion of Business.
19. Conducting and taking active participating in Exhibitions and Promotions of our Product.
20. Proper coordination with Team Leaders and their respective teams.
21. Controlling of back office staff to update records and financial transactions.
22. Conducting final meeting to change prospect into buyer.
23. Managing the team of 2 TL's and 8 executives for sales and marketing operations.

Job Profile:

- Handling customer queries for better customer satisfaction. Identifying prospective clients, generating business from the existing clientele to achieve business targets.
- Interacting with the clients and channel partners on a regular basis & providing redress to all their queries, complaints & handling all client relation.
- Generating leads for new business by running promotional mailers, cold calling etc.
- Represent the company during Corporate Presentations & Bulk Bookings.
- Engage target clients and obtain business requirements.
- Gathering information using the internet and other sources extensively to search for business information and monitor competitor's campaign.
- Identify and assess customer response and introduce services as per customer demand/needs.
- Business Development & Client Servicing through respective teams.
- New Client Acquisition via online and offline references.
- Establish and manage an effective communication with Business Development team.
- Engage target clients and obtain business requirements.
- Attend and actively contribute to strategy, status, and follow-up meetings on the development.

PhoenixGames / The London Shakes / Aditi Enterprises

July 2015 – Feb 2020

Co-founder / Head of Operations / Owner

Key Responsibilities:

1. Stock Management (Games & Consoles – (PlayStations, PC, Psp, and PsVita), Tommy Hilfiger Luggage, Dragonwar, E-bak, Advent, SONY Headphones, Mitashi, Funskool etc.)
2. Product Management, Analysis, Procurement and Research.
3. Investment and Economics.
4. Product Warehousing.
5. Finance & Cost Control Analysis.
6. End to end customer service.
7. Market Research & Analysis.
8. Retail Store Management.
9. New Business Opportunity.
10. Personnel Management / Recruitment etc. (Employee Strength of 11 people).
11. Company Licenses (GST, FSSAI, E-Way bills etc.)
12. Periodic Audits.

Work Experience:

- Online Panel Management for different Online Marketplaces.
- Inventory Management and analysis.
- Daily Accounts and P&L analysis.
- Stock follow-ups from Warehouse.
- Payment follow-up with Marketplaces, Vendors, Distributors etc.
- Monitoring Trend Analysis for different products.
- Increasing Product Portfolio for each Category.
- Logistic follow-ups.
- Product returns management.
- Product Damage Control issues management.
- Liaison with main Distributors and Dealers.
- Timely payment to vendors.
- Financial and Stock Audit.

Radio Mirchi (98.3 FM), Lucknow

July 2008 – July 2015

Times of India Group (FM Radio)

Senior Manager (Media—Retail & Corporate)

Key Responsibilities:

- 1) Maintaining strong relationships with clients and agencies in the portfolio
- 2) Business generation through Agencies.
- 3) New Initiatives.
- 4) Gathering Market Information.
- 5) Media Tracking to generate prospects.
- 6) Planning client's budget for Media accordingly.
- 7) Conducting competition tracking and monitoring on a daily basis.
- 8) Ideation, Planning & Execution of BTL activities through Radio Activation.
- 9) Corporate Communication.
- 10) Business development through market mapping by acquiring new clients.
- 11) Revenue generation for the station.

Job Profile:

- Maintaining relationships with Advertisers and PR agencies.
- Preparing client proposals, presentations.
- Planning weekly sales cycle and scheduling client meetings accordingly.
- Generating ideas for clients based on the brand requirement.
- Preparing client and market mapping reports for category.
- Reporting on client spends at a brand level.
- Radio Activation Pre Event Budget preparation and Post event culmination.

SIFY Technologies, Allahabad.

September 2007 – July 2008

Leading Internet Service Provider.

Territory Manager (Retail Stores –“E-Stores”)

Key Responsibilities:

- 1) **Store** management (**26 Stores** in Allahabad).
- 2) Channel Sales.
- 3) Retail stores chain Operations /Sales.
- 4) Revenue Management
- 5) Marketing Activities, Promotions and Brand Visibility Activities.
- 6) Customer Acquisition Activities.
- 7) Inventory and Stock Management at store level.
- 8) Team Management.

Job Profile:

- Monitoring and achieving monthly and quarterly sales targets.
- Monitoring daily market position including Registered User, Sales, and Revenue.
- Managing team of 14 café managers for target achievements.
- To delivery daily, weekly and monthly MIS reports to be sent to Head Office i.e. Competition Analysis Report, Sales reports, Revenue report, Marketing Activity Result report, Promotion and Branding report, daily call reports, projection report, Sales planning report .
- Planning budget revenue generation for the week and month
- Organizing specials events.
- Promotion of new products through E-Stores supported by Marketing Activities.

HUTCH, Allahabad

March 2007— September 2007

Multinational telecom giant.

Relationship Manager (Prepaid sales)

Key Responsibilities:

- 1) Channel Management
- 2) Channel Sales
- 3) Revenue Management
- 4) Team Management

Job Profile:

- Monitoring and achieving monthly and quarterly sales targets
- Monitoring daily market position including Stock, revenue, Schemes, commission settlement etc.
- To monitor delivery and accuracy of daily, weekly and monthly MIS reports to be sent to Head Office i.e. Activation Reports, Monthly presentations, Pendency reports, Market progress reports.
- Managing and allocating daily targets and achieving them with the team of DSE's (9 members).

PsyCon India, Lucknow

December 2004 – Sept 2006

A Psychological Consultancy firm into manpower development and Research.

IT Consultant (Freelancer—Lucknow)

Key Responsibilities:

- 1) Website Maintenance and online marketing/promotion.
- 2) Implementation of IT Tools in respective field.
- 3) Training.

ACHIEVEMENTS

- Streamlining Online channels with Team / Established B2B for D2C brand segment for Magicleaf.
- CRM set up in Prithvi Realty Pvt Ltd for smooth functioning of team.
- Processed 3200 plus orders in 8 months for London Shakes via Offline / Online medium.
- Increased Company turnover from 13 lac (2015) to 41 lac (2017) in two years.
- Only vendor online with highest number of sku's-563 in Gaming and gaming accessories.
- Only Gaming Vendor from Lucknow.
- Highest number of billing clients (72) in entire cluster for last 4 years (Radio Mirchi).
- Under Top 5 Performers in North in Revenue and Registered User in 6 months (Sify Tech).
- Achievement of 100% sales target Distributor wise in Vodafone.

EDUCATION

Amity Business School, Lucknow Campus. **2005-2007**
 Master's in Business Administration (MBA)
Specialization: Marketing & Sales / Information Technology.

University of Lucknow **2001**
 B.Sc. (Botany/Chemistry)

COMPUTER KNOWLEDGE

- Masters Diploma in Web-Technology & Software Development (2000-2002) from **TATA InfoTech Ltd (ASA InfoTech Pvt.Ltd), Lucknow.**
- Certificate in Computing (**C.I.C**) from **IGNOU** in 2001.

PERSONAL DETAILS

Father's Name: Shri G.R.Srivastava
 Date of birth: May 26, 1980.
 Languages known: English, Hindi
 Status: Married

REFERENCES

Available on request.

(PRATEEK RAI)