

DHEERAJ SONI

Business Development Executive | Operations | Stakeholder Services

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PROFESSIONAL SUMMARY

Dynamic professional, passionate about operations, sales, and exceptional customer service. Dedicated to enhancing productivity through exceptional support and technical education. Recognized for verbal communication skills, critical thinking, and resilience in fast-paced environment. Adept at writing detailed reports using Microsoft Office and SAP for data analysis and reporting. Proven track record in managing complex inquiries. Committed to delivering outstanding results and achieving business objectives through effective management and strategic planning

SKILLS

- **Technical Skills:** Microsoft Office Suite (Excel, Word, PowerPoint), SAP, CRM, POS Systems, Data Analysis and Reporting
- **Leadership & Team Management Skills:** Expertise in leading, training, and motivating teams to exceed performance targets. Proven ability to create a positive work environment and drive team collaboration
- **Customer Service Excellence:** Expertise in Client Relationship Management, Product Education, and Problem Resolution. Proven ability to deliver high-quality support and build genuine relationships with customers
- **Operational Efficiency:** Extensive experience in managing store operations, including inventory control, visual merchandising, and adherence to safety protocols. Skilled in process improvements and managing store KPIs
- **Sales & Performance Management:** Track record of driving sales growth through strategic planning and execution. Proficient in analyzing performance metrics and implementing action plans to achieve sales targets
- **Communication & Influence:** Strong written and verbal communication skills with the ability to influence and negotiate effectively. Excellent interpersonal skills to build and maintain customer relationships

EDUCATION & QUALIFICATION

Bachelor of Arts (Political Science) | MDU University | India

Graduated: October 2020

- **Focus:** Governance, International Relations, Policy Analysis

CERTIFICATIONS & TRAINING

- **Negotiating Skills** | ERB Academy LMS June 2024
- **Workplace Communication Skills** | ERB Academy LMS June 2024
- **Microsoft Excel** | ERB Academy LMS March 2024
- **Business Analysis & Process Management** | ERB Academy LMS March 2024

WORK EXPERIENCE

SENIOR SALES EXECUTIVE | Eye-gear Optics India Pvt Ltd | Ben-Franklin

April 2022 – Present

- **Operational Management:** Implemented new inventory and office management systems, resulting in a 20% increase in operational efficiency. Managed high volume of customer interactions, leading to a 27% increase in sales
- **Customer Satisfaction:** Enhanced customer experience by 20% through effective issue resolution and personalized service. Achieved a 15% annual sales growth through targeted strategies
- **Performance Improvement:** Analyzed performance metrics, developed action plans, and reduced operational costs by 15% through electronic tracking solutions
- **Team Leadership:** Managed a team of 15 sales associates, improving team efficiency and morale. Provided training and coaching to achieve sales targets

Achievements

- Reduced costs by 15% with electronic tracking solution
- Increased annual revenue by 25% through effective sales strategies
- Enhanced client experience and team performance through policy updates and detailed documentation

SALES EXECUTIVE | Eye-Q Vision Pvt Ltd | Pinnacle Optical

September 2016 – May 2019

- **Sales Performance:** Led a team of 10 sales associates, surpassing upsell targets by 20% and increasing client satisfaction by 25%. Implemented strategies to boost sales and customer engagement
- **Team Development:** Managed outbound sales processes, improved customer acquisition and retention, and received 'Employee of the Year' awards for exceptional performance
- **Market Research:** Conducted market research, provided insights for competitive strategies, and collaborate with teams to drive product development

Achievements

- Improved performance through data-driven insights and adaptable sales strategies
- Adapted and monitoring responsive sales strategies to changing market impact and consumer demands
- Honored as 'Employee of the Year' in 2018 and 2019 for outstanding sales performance and stakeholder management

VOLUNTEER INVOLVEMENT

Community Outreach Coordinator | Volunteer

May 2019 – Present

- Organized community events and managed communications to improve outreach and engagement
- Utilized social media to promote a creative and innovative events and enhance community involvement

LANGUAGES

- English | Fluent
- Hindi | Fluent

ADDITIONAL INFORMATION

Visa Sponsorship: Available upon request
Availability: Flexible with evening and weekend shifts