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|  | **Pratik Ghoghari****9702850621**ghoghari.pratik07@gmail.comPratik.ghoghari@yahoo.com |  **SNAPSHOT*** Business Operation, Marketing & Franchisee store operations for pan India level
* Experienced professional in Sales & Marketing, Diamond Grading and Jewellery Consulting (Home try on), since 2006.
* In depth knowledge of the offerings of the store, e.g. difference between different types of metals, gemstones etc. understanding of the processes used to make jewelry.
* An effective communicator possessing excellent presentation & soft skills with very good marketing management, logical and problem-solving abilities.
* Recognized for successfully meeting targets, and nurturing fruitful relationships with customers.

**EXPERIENCE** **Operation Manager – JewellersKart.com** **From 12-08-2022 till date**  **Responsibilities*** Ensure all operations are carried out in an appropriate cost-effective way.
* Formulate the strategic & Operative Objectives.
* Vendor Management, Order Management, Client Data Management, Managing the Team.
* Implementation & Alignment of Process.
* Internal Co-ordinate with the respective team for website delivery.

 **Customer Relationship Management – Ejohri Jewel Hub Pvt Ltd.** **From 17-10-2019 Till 10-06-2022** **Responsibilities*** Gold Loan processing applications, Tie-up with Bank’s & Nbfc, Lead Generation thru social media marketing camping.
* Interacting with customer on escalation with regards to wrong order received.
* Interacting with customer over phone, chat & email.
* Set up camping & on boarding process for new jewelers thru social media platform & BTL activities.

**Operation Head (Sale’s & Marketing) – Birla jewels & Precious Metals Ltd. From 12-09-2017 till 27-08-2019****Responsibilities*** Working directly with Franchisee owner, helping identify their needs and selling them jewelry.
* Franchise face-lite store operations.
* Conducting sales, presenting jewelry, and inspecting jewelry
* Executed daily/weekly/monthly sales goals.
* Building long-term relationships with customers thru data base.
* Brand promotion in ATL (Above the line) & BTL (Below the line).
* Marketing strategies includes online & offline platforms.
* Digital Marketing platform.

 **Jewellery Consultant (Home try-on) – Bluestone Jewellery & Lifestyle Pvt.Ltd.****From Oct. 2015 till 18 Nov. 2016.****Responsibilities:*** Working directly with customers, helping identify their needs and selling them jewelry.
* Answering customer questions and effectively sell products.
* Conducting sales, presenting jewelry, and inspecting jewelry
* Process payment for products or service.
* Executed daily/weekly/monthly sales goals.
* Participation on BTL activates, to derive sale for organization.
* Attended product training classes and seminars and participated in pre-selling drives to maximize sales.
* Building long-term relationships with customers.

 PRIOR EXPERIENCE* Diamond Assorting and Sales

ATB JEWELL’S(1st Mar, 2011 to 1st Sept, 2015) * Diamond Assorting and Sales& Marketing,

ASHNI JEWELLS(1st Apr, 2007 to 31st Dec, 2010)* Sale Executive

HYPER CITY INDIA PVT LTD(22nd May, 2006 to 28 march 2007)EDUCATION* Pursuing AWS (Amazon Web Services)
* PGDM in Foreign Trades (Imports & Exports)
* MBA in (Marketing & Aviation Management)
* BBA in (Marketing & Aviation Management)
* Digital Marketing
* HRD ANTWERP DIAMOND LAB (Training of diamond grading)
* GIA India Laboratory Pvt. Ltd (Training of diamond grading)

OTHER SKILLS* Computer Knowledge – MS Office, Internet, Email, OS – XP and Windows 10

PERSONAL DETAILS

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| Name: | PRATIK GHOGHARI |
| Father's Name: | Sri. Ramesh Ghoghari |
| Date of Birth: | 24-Mar-89 |
| Marital Status: | Single |
| Address: | A/17, 4th Floor, NayaSagar Apt.Old Nagardas Road, Andheri (E),MUMBAI – 400069. |
| Contact:  | +919004320241 / +919702850621. |
| E-Mail: | ghoghari.praik07@gmail.comPratik.ghoghari@yahoo.com |
| Languages known:  | English, Hindi, Marathi, Gujarati |
| Nationality: | Indian |

I hereby declare that the information provided above is true to the best of my knowledge and belief.Date: Place: PRATIK GHOGHARI.  |
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